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Electrical Merchandising

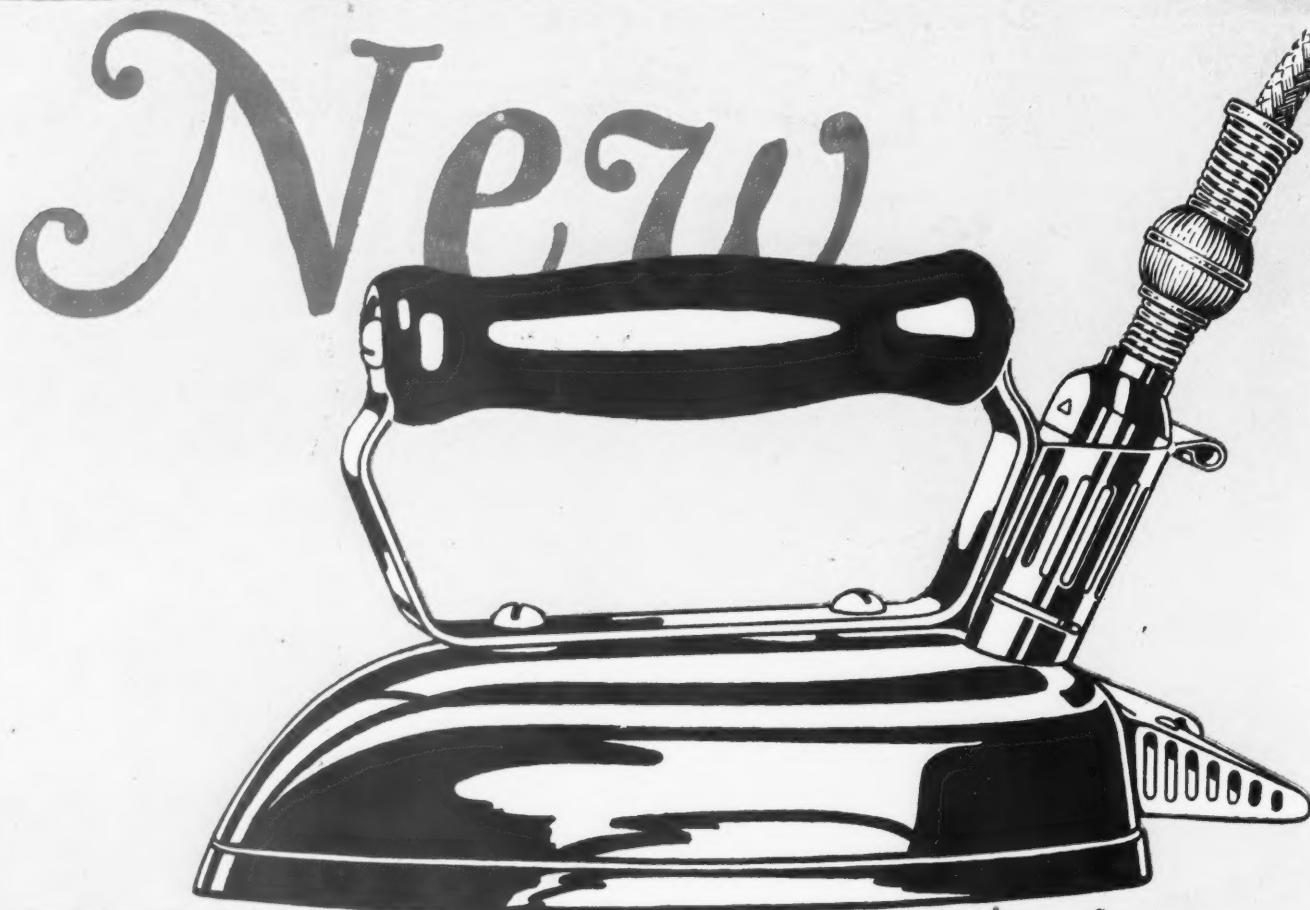


Things New and
Revolutionary in Radio

See page 19

“Always with
a Smile!”

Unquestionably the greatest achievement in electric iron manufacture in seven years~



The NEW Simplex-Spartan Iron gives you selling points you never had before in *any* iron; and at a price to astonish your customers.

New ornamental, air-cooled terminal guard and an air-cooled rest-stand that *can't* scorch.

New cord-set with an UNBREAKABLE plug of nickled steel—*can't* chip, crack, crumble or break. Its ever-cool Ball Grip of green Bakelite provides an easy means of connecting and disconnecting iron. The cord is highest quality heater cord.

The Simplex-Spartan finish, appearance and the faithfully built-in quality are unsurpassed in *any* iron at *any* price.

The Simplex-Spartan will make good on every count with every customer and to your profit.

\$450

The NEW Simplex-Spartan is the latest model by the oldest iron manufacturers. We offer you the best in appearance and all-round quality that we know how to make. At the new low price and with the liberal discounts, *you never bought a value like it.*

SIMPLEX ELECTRIC HEATING CO., CAMBRIDGE, MASS.
120 WEST 32ND ST., NEW YORK CITY 15 SO. DESPLAINES ST., CHICAGO

Simplex Spartan
ELECTRIC IRON

Electrical Merchandising

Vol. 31

The Business Magazine of the Electrical Trade

No. 3

"It's the Window
with the Smile
That Wins!"



THE first requisite in detouring passers-by into the store is to get them to stop in front of the show window. Recognizing this fact, the Toronto Hydro Electric Shop used a "live" cleaner display—a smiling dem-

onstrator—to halt the passing public. Crowds gathered whenever the demonstration was in progress, as shown at the right in picture. Contrast that window with the deserted one at the left, occupied only with inanimate

merchandise. The moral is obvious. "Live" displays draw the crowds to your door. Put a smiling girl demonstrator to work in sight of the sidewalk and prove to yourself, "It's the window with the smile that wins."

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A Successful Electrical Merchant—and His Most Valuable Asset

In the private office of Louis D. Rubin, president of the Louis D. Rubin Electrical Company, Charleston, South Carolina, is a large steel safe whose compartments are filled with the stuff that in many offices is used only to fill wastebaskets.

The contents of this safe—catalogs, circulars, price lists, files of electrical trade journals, and advertising matter of many kinds—are regarded by Mr. Rubin as one of the biggest assets of his business. When he is confronted with a problem that will not yield to the usual means of solution, he thumbs his card file and locates the literature bearing on the subject in hand. The contents of the file have solved many of the most vexing problems that have confronted him in his business.

Mr. Rubin never throws away a piece of mail without first examining its contents. Many of the ideas that have proved most valuable in building his business have found their way into his office under second-class or third-class postage. He regards the time spent in going through his mail as a most profitable investment.

Everything in the mail that gives promise of future usefulness is carefully filed away and cross-indexed in the card file so that it can be quickly located when there arises the possibility of its being of use.

Reasoning that the booklets, circulars and trade-journal advertisements issued by manufacturers and jobbers are prepared by experts who know the goods they are telling about and the problems of the men who sell

these goods, Mr. Rubin believes that by keeping this literature where it will be at his finger-tips when needed, he is adding to the management of his store some of the best brains of the electrical merchandising world without cost other than the time required to keep up the file.

If his store should burn down, the catalogs and price lists in the fire-proof steel-safe files would immediately attain a value of several thousand dollars, for they would enable him to buy a new stock and new fixtures at best prices, without having to wait until he could get quotations. To meet the possibility of a fire, the catalogs, price lists and current trade journals are kept in this fireproof safe and are as carefully guarded as the store's most valuable records.

Electrical Merchandising

Volume 31

The Business Magazine of the Electrical Trade

Number 3

March, 1924

The Two Kinds of Turnover

FEW merchants realize that there are two kinds of turnover—the turnover of merchandise and the turnover of customers. Fast turnover of merchandise spells profit, as we all know. But that the rapid turnover of customers spells loss and eventual failure is a truth which does not seem to have bitten very deep into the understanding of the electrical trade.

There are a variety of reasons for customer turnover. Being "just out" of wanted items is one prolific reason; undependable prices is another; tactless or slovenly service is a third. But the greatest reason of all is the dealer's failure to realize the true value of the customers he lets slip.

Each regular customer should be worth \$50 a year profit to the electrical trade.

Remember *that*, the next time you let one get away.

Say to yourself, "There goes fifty dollars that might have been mine, if I had been a bit more careful, a bit more courteous, a bit more patient and willing to serve." And if, as is probable, you lose one such customer every day—that's fifty lost dollars daily. Can you afford it?

"Always with a Smile!"

"The Courteous Service Club" Idea Sweeps Pacific Coast After Having Been Inaugurated by California Electrical Men with the Serious Purpose of Placing Relations in the Industry and with the Public on the Basis of Human Good Feeling

By C. GRUNSKY

A TRUCK swung into place against the curb in front of an electrical supply jobber's establishment in San Francisco and as it did so it just missed the fender of a machine parked there. In fact it came so close that from the inside of the building where the owner was making a business call, it looked like a collision. Inexcusable carelessness on the part of the truck driver, in any case. The owner clapped on his hat and came out to tell the driver so in no uncertain language. What did the driver do? He drew from his pocket a little blue card and handed it over to the irate gentleman. It was a neat, little card with rounded corners bearing a small round red spot at the top, on which was drawn a smile. It read:

"Always with a Smile"

This is to certify that Bill Smith is a life member of the electrical industry's Courteous Service Club.

Signed,

R. A. BALZARI,
Chairman.

The man read it and he smiled. And Bill Smith, the truck driver, smiled. They talked pleasantly for a moment—and the incident was closed. Nothing serious would have come of the small adventure in any

case, of course, except that the truck driver might have answered back crossly and later gone about his day's work a bit more grudgingly and with something less of pleasure and that the irate citizen would have long harbored a feeling of irritation against the electrical company whose employee in his eyes had been both reckless and discourteous. A smile transformed this possibility into a moment of pleasant human contact and made of it, instead of a hindrance, an asset—to the man, to the electrical company and to Bill Smith.

A Club for Smiling

This Courteous Service Club which was referred to on the card and of which Bill Smith is a member, is an institution which has been started by the electrical industry in California. It is a new organization, but the idea has spread like wildfire. Already 25,000 samples of its literature have been distributed and the originators have had to send to the printer for a new supply.

It is a club for smiling, based on the age-old philosophy that in the end the greatest rewards in life are those which come from the feeling of satisfaction consequent upon pleasant human service. The thing has a thousand angles. Religions,

schools of medicine (or more properly, perhaps, of lack of medicine), children's books, personality lectures, business courses, are built about the idea. People have been calculating about it, they have been sentimental, they have been deeply in earnest for the saving of their souls. As a matter of fact, it is a very simple thing; it consists mainly of a liking for your fellow men with something of strength of character enough to bear fully your share of life's irritations and burdens with a saving degree of sweetness and composure.

Who started it? There isn't anyone who is responsible for the idea of the value of a smile, of course, but specifically this electrical club on the Pacific Coast has been fathered by the Committee on Employees' Relations of the Pacific Coast Electrical Association, with R. A. Balzari, manager of the industrial department of the Westinghouse Electric and Manufacturing Company at San Francisco, as chairman.

Now the committee wants it known that they think the electrical industry a courteous one—the West is a cordial sort of place anyhow and the ideal of service which power companies and merchandisers of electrical goods alike have set up as their goal is being on the whole well met. But we are none of us quite all we set out to be and there is no harm in an occasional reminder. This movement is meant as the reminder to the power company employee who faces an irritating day and an unreasonable consumer, to the jobber who may let his digestion or a private trouble flavor an otherwise sunny day, to the dealer and the dealer's clerk and the wireman in the field.

The beauty about the plan is that while it is to benefit the entire electrical industry, to be sure, most of all it sets out to benefit the individual, the particular salesman or cashier or office clerk who can be persuaded to catch the pleasant spirit of

Enrollment Blank


"Always
with a
Smile"

I believe the Courteous Service Club will be of great value to me and every fellow worker in the Electrical Industry—and hereby enroll myself as a member and pledge myself to secure other members to this Club.

NO ENROLLMENT FEES
No Dues

Name _____

Co. _____

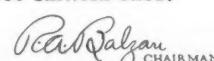
Address _____

Enrolled by _____


"Always with a Smile"

This is to certify that

Electrical Merchandising
is a LIFE MEMBER of the Electrical Industry's COURTEOUS SERVICE CLUB.


R. A. Balzari
Chairman

The enrollment blank and membership card used by the Pacific Coast Electrical Association in its campaign to make the electrical industry a smiling industry. There are no dues.

the thing. It promises returns in health and wealth and social contacts. The other benefits follow as a secondary consequence.

The committee has outlined its task by defining the purposes of its club, providing a trade mark in the shape of a little red disc with a smile, a slogan which reads "Always with a Smile," enrollment blanks and membership cards. With this ammunition it has set out to get members.

It is hoped eventually to have the membership of the electrical industry enrolled 100 per cent. In order

Club will be of great value to me and every fellow worker in the electrical industry—and hereby enroll myself as a member and pledge myself to secure other members to this club."

There are no dues and no enrollment fee. In return for his pledge he is given a small red button bearing a smile and a card of membership. If he is so minded, he is given literature to carry about with him and the ammunition for the securing of new members.

Wherever possible, prospective

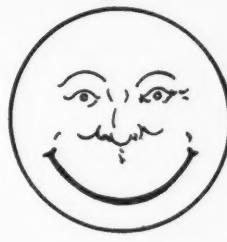
Nor will this be dropped with this one flurry of the campaign. It will be maintained as a certain rite of initiation into the industry and the individual company. Almost every business house has some sort of explanatory literature which is handed to new employees on their arrival and which acquaints them with the particular methods of the organization. Along with this book of instructions in the future will go a sample of "Smiles" literature and an enrollment blank. "Here is the spirit of our business," the new man

The world has too much of this,



Let's change it to this

in the Electrical Industry



"Always with a Smile" That's the object of the Electrical Industry's Courteous Service Club

A 100% COURTEOUS industry. That's what they'll say of the electrical industry when every man and woman working in this great field is an active and active member of the COURTEOUS SERVICE CLUB.

It's easy to gain and keep up a membership. A sunny countenance will pay your initiation fee and a smile will pay your dues.

What the electrical industry needs is big-hearted, broad-minded, whole-souled, frown-free men of energy and action who can look a city or a man squarely in the face and smile.

"He profits most who serves best." And he serves best and profits most himself, who does a worthy work well and shows himself friendly to all he meets.

Courtesy is a habit. The habit of being useful, good-natured and gentlemanly. It smooths over the rough places, cools anger, disarms criticism and builds good will. It makes life rosier for yourself, those who work with you and those you serve.

It isn't hard to be courteous and cheerful. In fact it's the easiest way. It takes 48 muscles to frown and only 14 to smile, so why be grumpy and wear yourself out?

Keep the frown off your face. It is a symptom of a lack of will-power. A smile is the symbol of a purpose worked out.

We're not talking about a smirk, or a grin. We mean a real red-blooded smile that comes only from those who have confidence in themselves and their work and are so glad of it that they have to let the rest of the world know it.

A smile is cooler in summer and warmer in winter than a frown. To be grumpy is to be shunned and disliked, to be good-natured is to be popular, to be popular is to be noticed—to stand out from the crowd—to be successful.

We all have to work in this old world so why not get all the kick we can out of it? Why not go smiling through the day's work, moving forward and making friends as we go?

And remember, too:

*"It's easy enough to be happy.
When life runs along like a song.
But the man worth while
Is the man with a smile
When everything goes dead wrong."*

"A Big Job" is the title of the circular of information issued by the Courteous Service Club in its smile campaign on the Pacific

Coast. The circular is printed in three colors, red, blue and black on yellow stock. The gloom moon on the left is printed with

a solid blue background, while the smile moon on the right is reproduced in red. Members use these folders to get recruits.

to accomplish this end, the task has been turned over to employee's associations, to contractor-dealers' and jobbers' associations, to individual companies and to the various local Development Leagues. The initial cost of printing and material has been met by the Pacific Coast Electrical Association—the getting of members has been turned over to the various groups within the industry.

Smiles beget enthusiasm! At the present time there is a contest on between the development leagues in all parts of California to see which one can succeed in registering the largest percentage of its membership. A valuable and appropriate prize has been promised for the winner, as well as the respectful jealousy of the remainder of the state.

The individual on signing is given a sample of the little circular which tells the purpose of the club and he signs a pledge which serves as the record of his enrollment and reads:

"I believe the Courteous Service

members are reached first by a talk from some member of the committee who can convey to them the real meaning back of the idea. In this way the club means more to them. There is no desire to secure a list of names of men who have signed on request, but who do not see the possibilities of the scheme. Working members only are welcome.

Only Smiles Welcome

The list of enrollments is kept as a roster and it is the plan that as new individuals join the various electrical organizations and companies, that they will be asked to join the movement and to place themselves on record as in sympathy with the spirit of the electrical industry. Within the individual companies where employees have not been reached by the local associations, it is expected that a general meeting will be held and the group addressed on the subject of this new idea. A hundred per cent enrollment is unquestioned.

will be told, "It will be worth your while to study this if you really want to belong to us."

It is planned to keep up constant reminders of the thought. Posters featuring the smiling face with appropriate slogans below will be worked out to be sold for a small sum to those employers who wish to keep the idea before themselves and their employees. A little magazine in brief (possibly as much as can be contained on a post card) will be sent out to members. It is hoped that the press of the industry and the organized groups will help to keep the idea alive. Leaders are determined that the idea will be permanent and not merely a passing fad.

Here is what the circular of information says that any member can do:

You can make yourself a better man—your business a better business—your craft a better craft—your city and country a better place in which to live.

(Continued on page 4172)

How Darby Handles Collections

The Time-Payment Business of Successful Evanston, Ill., Dealer—Contract Forms, Notices, and Letters, but Above All Personal Attention to Individual Cases

By H. S. McCUALEY

DON'T let the time payment customer get far behind. Be sure to ask for your money promptly when it is due. Be pleasant about it, but let him know that you are well aware of his debt, and expect to have your payment right on the dot."

This is the advice of Frank A. Darby, who entered the electrical appliance business by selling vacuum cleaners from house to house, and who now orders his washing machines and ironers in carload lots. Mr. Darby runs the Darby Electric Shop in Evanston, Ill., and keeps a crew of four salesmen canvassing all the time, provided he can get the men.

Now Evanston is an easy field for the electrical dealer who specializes on time-payment sales. It is also a hard field for him. The community, which contains close to 40,000 people, is just north of Chicago,

which it adjoins. Evanston is generally admitted to be Chicago's "best" suburb, and has the distinction of harboring more people listed in "Who's Who" than any place of its size in the United States. It is the residence place of a large percentage of Chicago business men in the class known as "high salaried executives." It contains also Northwestern University, a large institution with many instructors. It is, in fact, a town of wealth and culture.

Electricity Replaces Servants

Evidently, then, the dealer in electrical household labor saving appliances would not find Evanston a hard town to sell in. The people have money, and many homes have had plenty of servants until they became scarce during the last few years. Then the shift to labor-saving devices was made automatic-

ally. Few representative Evanston housewives cared to lose their figures or their complexions over washtub or ironingboard. That goes for the dishpan, too.

But the very prosperity that made sales easy, has operated against collections. The well-to-do and the academic, as classes, are notoriously hard to collect from. They are, in fact, careless about their bills. They don't mind paying well, but they do mind paying promptly. So the path of Mr. Darby is smooth in one direction and rocky in another.

"Nevertheless," he explains, after outlining the foregoing facts, "in all my nine years of time-payment business here, the machines I have had to take back can be counted on the fingers of one hand.

"When I make a sale the customer signs a contract, in reality a note, setting forth the value of the machine, the amount paid down, and



Frank A. Darby, who entered the electrical appliance business by selling vacuum cleaners from house to house, now orders his

washing machines and electric ironers in car-load lots. Mr. Darby runs the Darby Electric Shop in Evanston, Ill., and keeps a

crew of four salesmen canvassing all the time—provided he can get the men. He insists on prompt payment of debts.

agreeing to pay so much a month until the purchase price is complete. I take this to my bank and discount it for enough to pay the manufacturer. Then I collect from the customer and pay the bank until enough is in hand to discharge my obligation, after which the contract is returned to me. At no time does

The wording of the bills merely says: We beg to remind you that your installment of \$____ due ____ has not been paid. Note installments must be paid promptly. As this payment is past due, we will expect post-office order or check by return mail.

"If this fails to produce the desired result I frequently send another regular bill with 'Please' written across the bottom. I may

have an unusual class of customers, but I have found this to be most efficacious, also, in coaxing remittances. By the time these 'Please' bills have gone out, the payment is six weeks or more past due. It will be remembered that the purchaser has had three notices in all, and I usually consider it time for some

"Questionnaire for Married Men—Issued by the Department of Labor-Saving Appliances"

GENERAL INFORMATION

Every married man not specifically exempted by his wife is subject to Form C and must file a complete return on this questionnaire.

Every question must be carefully studied before being answered. Every married man should fill in and answer all questions after making due and careful comparison of conditions in his place of business and in his home.

The questionnaire must be sent to the Department of Labor-Saving Household Appliances, F. A. Darby Electric Shop, Evanston, Ill.

In case of neglect to file the return within reasonable time the department will grant an extension of time until the husband shall have been convinced of the error of his ways.

The return shall be signed by the husband, acting as ex-officio head of the household.

Payments

Payments may be sent by mail or delivered in person at the office of the F. A. Darby Electric Shop. Arrangements may be concluded with the Department for payment in installments as deemed most satisfactory to both parties.

Penalties

Penalties for failure to properly fill out and file this questionnaire will be determined by the aggrieved wife and their enforcement left to her discretion. It is understood that her authority in this respect is not to be questioned.

the bank enter into direct contact with the customer, nor would it do so as long as I am solvent. Naturally my monthly payments to the bank have to be made whether the customer pays or not, and it is here that I sometimes have to sweat a little.

Contracts Are Specific

"My contracts are so worded that the buyer must make his monthly payment without notice or demand. But of course I send out a bill each month. This shows the amount then due, and also the amount remaining to pay. These go out on the first, and if the payment is not in by the fifteenth another goes out. If this is not paid, naturally the next month's bill bears a notation asking for a double payment, and I also send my 'second notice' slip, which is printed in red. This is so much different in appearance from my usual blue billhead that it has a salutary effect on many slow payers. There is nothing threatening about it.

Form C-MS-2a
ISSUED BY THE DEPARTMENT OF LABOR-SAVING APPLIANCES

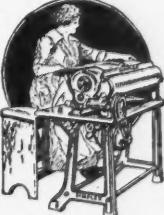
QUESTIONNAIRE FOR MARRIED MEN

- Do you expect your wife to keep house efficiently while using old fashioned methods? _____
- Do you want her to work harder than necessary? _____
- Would you buy for her something that would save her time, work and worry, and reduce the bills for clothing, linens, and help? _____
- Do you use a bootjack in your home? _____
Why not? _____
- Do you sing "Ta-Ra-Boom-De-A" any more? _____
Why not? _____
Do you still ride to work on Cable Cars? _____
Why not? _____
- Do you write business letters in your office with pen and ink? _____
Why not? _____

If the above are antiquated and supplanted by something newer, then answer the following questions.

- Why do you tolerate a washboard in your home? _____
- Do you know it is slow and wasteful? _____
- Do you know it is a torture to use it? _____
- Did you ever stand and push a flat iron all day? or rub your knuckles on a washboard? _____
If answer is no, state why? _____

23. Do you know the Simplex Ironer



- Is easy to operate?
- Will Iron 85% of the entire wash?
- Will do a days Ironing in about an hour?
- Will last a life time?
- Does the ironing better than can be done by hand?
- Does a large ironing for about 6c?

24. Do you know the Ohio Tuc Cleaner



- Cleans without beating and pounding?
- Has the greatest suction of any cleaner made?
- Has revolving brush to take up surface litter?
- Not only sweeps but cleans?

25. Do you know that you can have any one or all three of these machines on trial in your home by simply phoning the F. A. Darby Electric Shop and asking to have them sent so you can see what beautiful work they do and how simple they are to operate?

26. Will you order one or more of these labor saving machines for your wife today?

F. A. DARBY
ELECTRIC SHOP

Official Representatives
1104-1106 Davis Street Phone Evanston 2230
Evanston, Illinois

Dated at Evanston, Ill. this day of 1920.

This is the way one progressive electrical dealer gets the co-operation of housewives in the selling of his goods. What man could refuse to buy his wife a labor-saving appliance after reading this questionnaire?

- Would you tolerate old fashioned machinery
 - in your office
 - in your store
 - in your shop
- Why do you tolerate antiquated machinery in your home?
- Did you ever hear of the Syracuse Washer Corporation? _____
The American Ironing Machine Co. or the United Electric Co.? _____
- Do you know they Manufacture the Easy Vacuum Washer, The Simplex Ironer and The Ohio Tuc Vacuum Cleaner? _____
- Do you know they are capitalized at five million dollars each? _____
- Do you suppose they grew to that size making something that was of no value? _____
- Do you know that F. A. Darby Electric Shop sell their products The Easy Washer, Simplex Ironer and Ohio Tuc Cleaner, in Evanston and the North Shore? _____
- Do you know that the F. A. Darby Electric Shop after thoroughly examining all the best machines on the market decided on these three as the best machines made? _____
- Are you willing to be shown why they are best? _____
- Do you know the easy Vacuum Washer is
 - Easy to use?
 - Easy to keep clean?
 - Easy on the clothes?
 - Easy on the current?
 - Easy to pay for out of the money it saves?
- Do you know the Easy
 - Will wash clothes clean and quickly?
 - Has gas burner to keep the water hot?
 - Will not injure most delicate fabrics?
 - Has swinging wringer?
 - Is all copper and will not rust or rot out?
 - Has larger capacity than other washers?

personal work. A phone call generally brings a promise to pay at once, frequently coupled with surprise that the matter had not been attended to before."

Mr. Darby estimates that fully 40 per cent of his time payment customers are habitually behind in their remittances, while the other 60 per cent pay right on time or so close to it as not to call for special notices. Since the time-payment sales constitute about half of the total business done by the Electric Shop, it will be seen that some 20 per cent of the gross income is perennially late.

"I don't consider the matter serious until the debtors fall more than six weeks behind, however," explained Mr. Darby. "I have found that it is entirely possible to keep after people month after month for money and still remain on good terms with them. I always emphasize two things prominently in my collecting. First, that I have full confidence in the honesty of the delinquent. Second, that the people whom I owe

for the machine want their money from me. I have found these two lines of appeal wonderfully effective. The first removes all antagonism. The second arouses the sympathy of the purchaser. He doesn't want to work a hardship upon me. I know plenty of creditors who always have unpleasantness over their past due accounts, and I can't help thinking that most of them proceed with the expectation of having it.

"My whole plan of procedure is to keep constantly before the debtor the knowledge that I have my eye on his account, and that I will want my money when it is due. If I let one failure to pay go unnoticed the debtor will say 'Well, Darby's pretty good natured about his bills. Let's wait a while before sending him anything.' That won't do in the electrical appliance business. I want them to say instead 'Now it won't be safe to forget Darby's check. He always gets right after us when it's late. Better make it out the first thing this month.'

"This knowledge that I will certainly be after the money is what keeps the 60 per cent of my time-payment customers paid up, and keeps the 40 per cent of delinquents from getting too far behind. Aside from the regular deadbeats, people hate to be dunned. It makes the honest ones ashamed of themselves.

Lapses Mostly Due to Forgetfulness

"My experience is that an overwhelming majority of those who buy household electric appliances are honest at heart. Their lapses are largely due to forgetfulness—like the people who go away for the summer, rent their furnished houses for \$250 a month, and forget to arrange that my little \$10 a month payments shall be kept up. Or possibly the delinquents are the victims of hard luck. That happens occasionally, even among the well-to-do.

"Well, if the verbal promise which I get from the debtor at my first call is not redeemed in two weeks, I get in contact again. I try to make this meeting pleasant, but it is not always so, for there must be a touch of sternness in the matter. My money must be paid. At this point the real hard luck story usually comes out, if there is one. I always try to be reasonable in such cases, but insist that a definite date be set for payment. Even if the debtor is actually the victim of misfortune it

will not do to let him forget me. A great many people who really imagine they cannot pay, could pay if they would bestir themselves.

Show 'Em You Mean Business"

"If the promise I get this time is not kept, a personal call is necessary. And at this visit I try to remove any doubts the debtor may have about whether I mean business. Still, I have found it possible to maintain the goodwill of the customer to a surprising extent at this stage. I never treat him or her as though anything crooked were contemplated. Usually there is not. I always say that I would dislike to take the machine back but that if it cannot be paid for I will be forced to do so. This is the exact truth, and it always passes for such. I emphasize for the third time that I myself am being pressed for the payment that is due me from the debtor. This nearly always brings at least part of the payment.

"But if this visit elicits only a promise, and the promise is not kept, I make another call, and it is a brass tacks interview. Of course I know by this time what the chances are of really getting anything. If the debtor cannot satisfy me that there is some likelihood of really making a payment I am ready to back a truck up to the house and remove the machine. As I said before, this is really a rare occurrence with me. I think it would be much rarer than it is with a great many time-payment institutions if they would avoid antagonizing the debtor.

"By this time three months have passed since the debt became delinquent. I think this is long enough to wait for satisfaction. I have made exceptions to this rule, but not often. My plan is that if the debtor does not pay up in three months I will recover the machine."

Mr. Darby uses no form letters, other than the "second notice" printed in red. He prefers to do all his collecting on a personal basis. Such collection correspondence as he does employ is gotten up on the merits of the individual case.

Mr. Darby's contract specifically stipulates that the machine shall be turned over to the seller immediately upon default of payment. It is doubtful whether such a provision could be enforced legally under the Illinois law without court proceedings. As a matter of fact this provision is included more for its moral

effect upon the debtor than with any idea that it may have to be put into effect. The recovery of such machines as had to be taken back was made on the strength of this sentence without difficulty.

The contract used by Mr. Darby is of his own planning, and is in full as follows:

KNOW ALL MEN BY THESE PRESENTS, that I have this day received of F. A. DARBY ELECTRIC SHOP, 1106 Davis Street, Evanston, Ill., the following described articles:

the value of which is _____ dollars and for which I agree to pay said sum to the order of said F. A. DARBY ELECTRIC SHOP or their assigns as follows: \$_____ herewith and the balance in installments of \$_____ on the _____ of every month until paid, without notice or demand upon me:

IT IS DISTINCTLY UNDERSTOOD AND AGREED that the above described property is owned by and belongs to F. A. DARBY ELECTRIC SHOP or their assigns, until said sum has been fully paid.

In case any installment is not paid when due, then all the installments become due and payable at once. And to secure the payment of said amount I hereby authorize, irrevocably, any attorney of any Court of Record to appear for me in such Court, in term time or vacation, at any time hereafter, and confess a judgment without process in favor of the holder of this note, for such amount as may appear to be unpaid thereon, together with costs, and twenty dollars attorney's fees, and to waive and release all errors which may intervene in any such proceedings, and consent to immediate execution upon such judgment, hereby ratifying and confirming all that my said attorney may do by virtue hereof.

And I further agree that if any default is made by me in any of the payments above provided all my right, title and interest in and to said property shall, at the option of F. A. DARBY ELECTRIC SHOP, or their agent, attorney or assigns, relinquish possession and make immediate delivery to them of said property.

It is further understood that in case F. A. DARBY ELECTRIC SHOP, their agents, attorney or assigns, shall retake possession of said property all money paid on the price thereof shall belong to them or their assigns as liquidated damages for breach of contract, for their labor and efforts to secure completion of the contract for use and rental of said property and for loss in the value of same.

Make all payments on this contract to F. A. DARBY ELECTRIC SHOP, 1106 Davis Street, Evanston, Ill.

Shine, Little Flashlight, Where You Are!

During a recent Friday-night evangelistic service in Billy Sunday's tabernacle at Charlotte, N. C., the lights went out. This, in spite of the fact that Mr. Jenkins, the choir leader, was singing the second stanza of "Shine Where You Are."

Fifteen employees of the Charlotte Hardware Company saved the day by illuminating the tabernacle with their 300-ft. and 500-ft. beam Ever-ready flashlights. How they came to have the instruments along on this particular evening, is a mystery. The rapid circulation of the name of the flashlights used is another. Why the electric lights went out is a third. However, a vast congregation learned the value of flashlights through a rather unique method of advertising.



This attractive Long Beach, Cal., store combines the merchandising of other household appliances with electrical goods, al-

though the casual customer would never know it by glancing over the main display room which is entirely given over to an

electrical exhibition. It will be noted that lamps and the smaller devices form the backbone of the Lantz stock.

Why Lantz Specializes in Appliances

Attractive Store of Long Beach, Cal., Dealer, Is Given Over to Rapid-Turning Purely Merchandise Lines—Gas Appliances, Introduced as Side Line, Have Boosted Electrical Sales

BY CHARLES GILBERT

A RECENT speaker on credit mysteries of a contracting business which will never prosper greatly because it will never have the attention it deserves?

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problems of the electrical industry classifies the purely electrical dealer and the purely electrical contractor each as being better credit risks than the firm doing a combination contractor-dealer business. The reason for this is undoubtedly the fact that there are very few men who can succeed in being specialists in two lines of work so essentially diverse as merchandising and contracting.

It is perhaps heresy to make the suggestion—but in many cases there really seems to be no inherent reason why the man who is by interest an electrical dealer should go into the contracting business, or why the electrical contractor should open an electrical appliance shop. Why not, if you are an electrical merchant, and you find the turnover in the business not sufficient to give you a profitable return, add some other allied line of merchandising to your store, rather than engage in the

F. O. Lantz of the Lantz Electric Company of Long Beach, California, follows a philosophy along these lines. He believes in specialization, and his is a specialty business because it is an electrical business—and also because it is a retail merchandising business. He even goes farther than this. He does not carry fixtures because he believes that this is a field in itself and deserves the full attention and interest of the dealer who enters it. He does not go in intensively for the sale of heavy appliances because, he declares, these require a different type of storage, floor display and field work and hence a different rent and overhead than is demanded by the small appliance business.

His store is in the main business section of Long Beach and requires to support it the sort of business

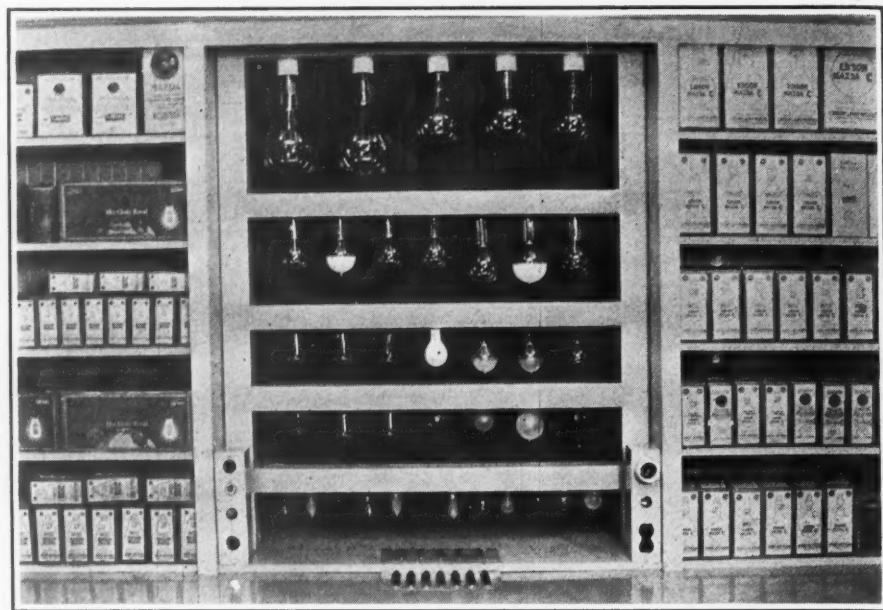
which does not demand great floor space, and yet at the same time shows a good turnover and profits. The smaller electrical appliances and lamps therefore form the backbone of his business. This is not enough, however. The average woman does not enter the purely electrical store often enough, her range of needs in electrical equipment is not yet sufficiently developed to make such a stock readily self supporting. Mr. Lantz has therefore taken a leaf from the hardware man and the drug store proprietor and has added an allied line in the shape of various gas appliances.

The first thought of a man in the electrical business is that this is a competing field. It does not in practice prove to be the case. There is a large unsolicited demand for gas equipment due to the fact that almost every home is outfitted for gas. Particularly in a region where a resident often starts out without thought of permanency and only

later drifts into enthusiastic adoption of the California climate, does the housewife accept what facilities are at hand and provide herself with the necessary gas range to fit her home. It would be almost impossible to sell these people an electric range. There are also numerous others, of course, who are not yet ready to accept the method electrical to the extent of having their houses rewired and a range installed. These people are naturally prospects for gas equipment. The fact that they find it in an electrical store favors their purchase of supplementary electrical equipment to meet their other needs. There is no greater inconsistency in the combining of these two interests than there is in the display of chopping knives and meat grinders in the same hardware window.

Household Appliances Profitable

From the standpoint of the electrical dealer, the line is an advantageous one to carry. Gas appliances as a rule allow a generous margin of profit and show a good turnover, thus paying their own way. Besides this, of course, they help to bring people into the store who in turn purchase electrical equipment. How very practical an element this is in boosting store sales is shown by the records kept by Mr. Lantz of the volume of business before and after introducing gas equipment. Sales in every electrical department showed a marked increase immediately following the innovation and have remained at a higher level ever since.



The lamp rack which is behind the main wrapping counter has attracted much attention and been copied in all parts of the country, its design having been adopted as standard by one of the national lamp companies.

The store, on entering, is predominantly electrical. Generally there is some gas equipment in the window. Mr. Lantz has arranged his window space so that one side is floored and inclosed in the usual manner and makes an excellent display background for the smaller appliances. On the other side the window has been left at the level of the store and is not enclosed. This offers an opportunity for flexibility of display which is not present with the usual arrangement of twin window spaces, and in particular makes it possible to display ranges and like equipment advantageously. One of the difficulties often experienced

by electrical merchants is the fact that the larger appliances placed in the average window rise above the level of the eye and hence become a background rather than the main feature of the display in which they are a part. The arrangement designed by Mr. Lantz makes it possible to display large equipment to advantage without any effect of crowding—and at the same time to afford the more usual opportunities for small appliance display.

Aside from the gas range or heater which appears in the window, however, there is very little gas equipment to be seen on entering the store. Mr. Lantz has found that



In each show window there are twenty-six 100-watt mazdas with special reflectors. These are connected on a flasher so that it is possible to obtain any color desired, or a continuous change of colors—a very



effective way of attracting the attention of the passerby. The right front show window is raised, to take care of the smaller appliances and window trims furnished by the manufacturers, but the left front is on

the floor level to hold the larger motor-driven appliances, and to accommodate window demonstrations, which are continually in progress. The arrangement makes it possible to display large equipment to advantage.

it is advantageous not to confuse the customer with two ideas while the sale is being consummated and in consequence a separate room for gas equipment has been opened up off the rear of the store. Here the prospect may listen to sales arguments touching gas ranges without having his attention distracted by a nickel coffee urn or a new type waffle iron. On the other hand, he has to pass through the main sales room to reach this department and here has an opportunity of noting the variety of attractive electrical conveniences on the market.

The tendency on all sides is toward

handling a diversity of products. There are those who predict that the hardware store and the department store are the logical answer to electrical merchandising. But why lose the value of the specialized knowledge of electricity and service which the electrical merchant alone is prepared to render? Why not reverse the process and instead of making electrical goods a mere incidental adjunct to hammers, or toilet water, let the electrical merchant make the other things incidental to his electrical business? He thus remains a specialist—a specialist in retail merchandising.

the Blank electric washer will do for you.

You may not yet be ready to buy a washer, but that need not interfere with your accepting this offer. Consciously or unconsciously you are now choosing the washer you will some day buy. And when you get ready to buy, we want you to know about the Blank.

It is not only fair to yourself to know about the Blank, which more than 18,000 Detroit women have already purchased. Remember, a free trial in your own home will obligate you in no way. Will you grant us an opportunity to do your next washing for you? Phone Main 1,540 and say when our demonstrator may come.

CENTRAL ELECTRIC COMPANY,
1514 Broadway.

For any housewife who had the slightest inclination of purchasing an electric washer, either at the present time or in the future, the above offer has a strong appeal. And it is quite safe to say that the company in making the offer is using one of the most effective methods for building up a maximum amount of sales of the washers it handles—both immediate and prospective—in the city in which it is located.

“Free Demonstration in Your Home”—Sells Electric Washers

Detroit Electrical Dealer Offers to Do Washing Free and Builds Up Sales

THE plan of doing washings free of charge, in the home, in order to demonstrate the merits of an electric washer is, of course, not entirely new. It has been used now and then in various cities as a means of increasing the sales of different makes of washing machines. But although it is not new it is still unusual enough to warrant progressive electrical dealers making use of it. And aside from the standpoint of novelty, the plan has other valuable features to recommend it strongly.

Prospective purchasers are beginning to realize that the real test of any electric washer is its performance in the home where it is to be used and where it is operated under what may be termed normal conditions. And before purchasing, many housewives request a trial of the washers in their homes so that they may judge the machine by the work it does for them when operated by them and when handling a real “honest-to-goodness” washing.

Not only is this plan of doing a washing free, of benefit to the purchaser by giving a practical workout under everyday conditions but it is of benefit to the electrical dealer as well. Such free demonstrations in the home give him opportunities to see that the washers are correctly and efficiently operated when being exhibited for the approval of the housewife, thus greatly increasing

the chances for sales. At the same time the prospective customer is receiving instruction as to how to operate the washer properly. The result is that purchasers become satisfied customers which means, of course, that they are boosters for the particular make of washers which the dealer handles. Thus the plan has a number of advantages for both the dealer and the customer.

One electrical company which has promoted this plan of doing free washings is the Central Electric Company, located at 1,514 Broadway, Detroit, Michigan. This company makes the offer to the housewives of Detroit, regardless of whether or not they are in the market for an electric washer for, as the company states, “consciously or unconsciously you are now choosing the washer you will buy some day. And when you get ready to buy, we want you to know about the Blank.” The company is very careful to state that the washings are done without any cost or obligation whatever. The offer follows:

Will You Let Us Do Your Washing FREE?

This may sound very odd, but we will consider it a real favor, if you will allow us to do your washing this week or next, without any cost or obligation to you.

Of course, we have a purpose in this offer. We want a chance to demonstrate to you in your own home under normal washing conditions just what

Your Post Office, Too, May Need a Vacuum Cleaner



Cleaning out files, cabinets and desks is only one of the many uses to which electric vacuum cleaners might be put in public buildings and institutions. Now the Post Office Department at Washington has adopted a heavy-duty cleaner to suction-clean its stamp-cancelling machines. And the above picture shows how a live electric cleaner salesman—C. S. Schaal—solved the problem of cleaning “the largest American flag in the world.” The flag hangs in the open court of the Post Office department building, reaching from the eighth to the second floor—and had not been cleaned in the five years since it was hung.

Why Contractors Go Out of Business— Figuring Costs on Rewinding Motors

—and Other Ideas from Practical Experience

Why Contractors Go Out of Business

Men who have built up successful businesses did not do it by giving away money or merchandise. When a merchant or contractor allows one of his customers to take advantage of him he advertises himself to that customer as being an easy mark. The customer thinks one of two or three things, either that he could have worked the dealer harder if he had tried, that other customers are probably working him and getting away with it, or that the dealer may later try to get even with the customer on a future deal. In any event the dealer has alienated his customer by giving him something for nothing.

Charles L. Eidlitz, commissioner of the Electrical Contractors Associations of Greater New York and Newark, tells a story in a recent bulletin that reminds one of the merchant who used to permit customers to come into his store, pick out a miscellaneous lot of goods, heap them up in a pile, and offer a lump sum for the lot—a sum equal to about half of what the goods would have added up to item by item.

Mr. Eidlitz says:

Contractors Take Money Out of Their Own Pockets

"I have just collected the cost data on a bid involving nine estimates. When I sent out my usual blank, one of the bidders, and strange as it may seem, the successful bidder, notified me that he could not give me the data on the estimate for the reason that he had never made any estimate. I went to his office and checked over his data. His statement was that he was very busy estimating a large job where his chances of success were rather unusual and his entire force was busy on this work at the time that the estimate in question was called for. Rather than not submit a price at all he simply made a rough guess, assuming that he would never hear from it again. All of this I verified.

"As it happened, his guess was about 30 per cent shy, which made him the low of the lowest. Mr. General Contractor thereupon called in the other bidders and advised them 'that they were way out of sight and that he could buy this job for 30 per cent less than

their bids.' Five of these bidders stood pat. Three began to shoot at the low bid and after they had had a number of tries, and had almost reached the guesser's estimate, the general contractor sent for the guesser and explained to him 'that he was just in the running and that a little sharp-shooting on his part might win him the job.' Mr. Guesser immediately became chesty, and apparently figured that if his guess could put him right in the running it would be a very simple matter to take off a few hundred and secure the work, which he promptly did. He knows now that he is about 35 per cent low.

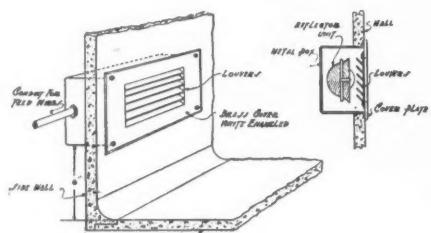
"Here we have an instance of three contractors shooting at a price, which price had no foundation in fact, and finally, the original low guesser shooting at the shooters. When will you men realize that the only thing that can possibly interest you in an estimate is your own cost figure and not the estimate of a competitor?

"Stop the sharpshooting: There's nothing in it but disaster."

Hospital Night-Light for Subdued Illumination

There are times when even the most subdued general illumination in a hospital room is disturbing to the invalid. Under these conditions we find ourselves confronted with a difficult task of providing from a shielded source, a low intensity that will enable one at night to discern objects in the room.

The mechanical construction of a unit to meet with these requirements was described by J. L. Stair, National X-ray Reflector Company, before the Lake George, N. Y., Illuminating Engineering Society convention. From this device, which is installed near the floor just above the baseboards, a flood of light of



This new lighting device described by the National X-ray Company for the hospital room lessens the strain on the inmate's eyes by projecting horizontal rays along the floor.

mild quality is spread upon the floor with no rays cast above the horizontal. When installed the device is very unobtrusive. The brass cover plate is finished in baked white enamel, as are the louvers in the rectangular opening through which the diffused light emerges. Lamps of small wattage supply sufficient illumination. Frequently a colored bulb of blue is used to give a radiance of a soothing tone.

Some Simple Burglar-Alarm Lighting Installations

Many a business man whose work keeps him out evenings would welcome the protection afforded his wife and children by the simple installation of lights in every room controlled from one switch upstairs. In fact, an advertising campaign by the electrical contractor, directed at the husband and based on the slogan, "Protect Your Family," would probably bring more burglar-lighting business than one directed at the housewife.

A simple but effective installation is described by Roger Williams, New York branch manager of the Simplex Electric Heating Company. It is the same installation Mr. Williams had put in his home twenty years ago, and he has found no reason to change it. He has a receptacle above the picture molding in every room on the first floor, set flush, with a very small brass plate around it. These receptacles are connected to a pushbutton switch in the main bedroom upstairs, so that the entire lower floor can be flooded with light in a second.

"The lamps are not noticeable to anyone entering the room," says Mr. Williams, "and they are out of reach, so that the burglar would have to use an umbrella or cane to smash them unless he went around with a step-ladder."

Another house which Mr. Williams describes, elaborates on this scheme by having lights on the outside of the building, at each corner. The lights are so arranged that there isn't a shadow anywhere close to the house. Some fifteen lights are required.

Figuring Costs on Rewinding Motors

The rewinding of motors is an attractive business which too often is merely a casual and unsolicited part of the motor dealer's activities. When a customer inquires as to a particular job, he sets out to figure the cost, finally quoting a flat sum, which, from the very psychology of the situation, is bound to sound large and generally is quite unintelligible to a man who has little knowledge of what such things should cost.

F. T. Broiles of the International Electric Company of Los Angeles, believes that it is possible to systematize this cost estimating in a way which will make it simpler and more uniform from the standpoint of the dealer and at the same time, more intelligible to the public. From his own experience of three or more years in which he has kept accurate records of costs on rewinding jobs on all sizes and makes of motors, he has worked out a chart of rewinding costs on both alternating current and direct current motors. This he does not offer as a model of what actual charges should be in other communities or under other circumstances than his own, but he feels that the principle is applicable to any set of conditions and that a similar chart could be worked out locally which would fit any case admirably.

The cost of rewinding is expressed in percentage of the cost of the motor new. This is a convenient method of figuring costs and also an extremely effective way of introducing the idea to the customer. The thought is thus presented to him that if he did not have this motor fixed he would certainly have to purchase

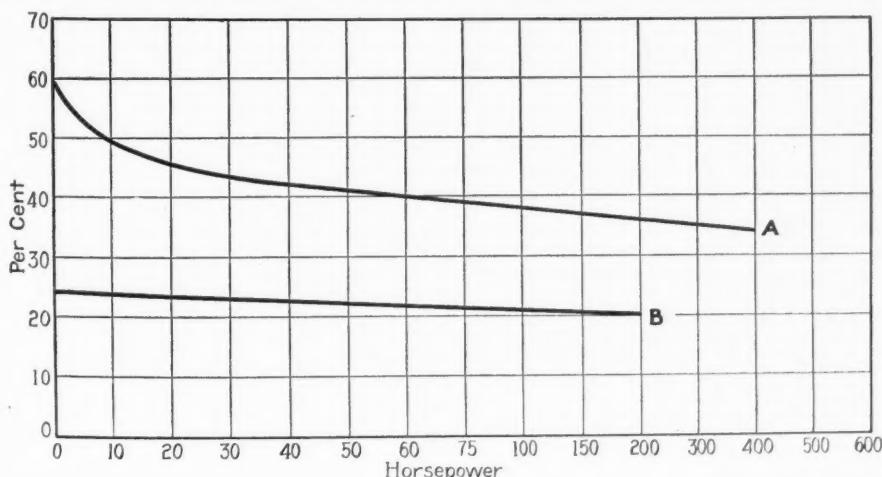
a new one. When he learns that the cost of rewinding in this particular job will come to 25 or 35 per cent of the cost of a new motor, he is in a position to consider the price intelligently and is readily persuaded that the charge is a reasonable one. Mr. Broiles gives a guarantee of the rewound motor which virtually makes the resultant job equivalent in value to a new motor.

The chart has been drawn up in neat form and has been blue printed, so that copies of it are available for all those in the organization who are likely to make prices on such jobs. When the customer makes the inquiry, the little blue print is brought out, the percentage obtained and the price made at once. This is a dignified and workmanlike procedure and satisfies the customer that he is being treated fairly, on exactly the same basis as other customers.

The point should be emphasized again, that this chart is not intended for use as it is by other firms who may find that the particular conditions under which they work make other prices desirable. Any dealer can work out his chart for himself, however, along similar lines—and if he does, will find his motor rewinding business a very much more profitable part of his firm's activities.

Radium Switches Saved Painters' Bills and Hours of Wasted Electricity

In office buildings the charwomen or cleaners usually work in cycles, doing one operation at a time in all of the rooms on a floor or several floors, with the result that the lights burn for hours at a time instead of for



Upon the basis of his past experience, F. T. Broiles of Los Angeles has made a chart by which he can figure costs on motor rewinding

in terms of what the motor would cost new. In this chart "A" stands for alternating current motors, "B" for direct current.

Profitable Business in Wiring Small Stores



"Hole-in-the-wall" stores are as likely prospects as big stores.

There is good money in wiring big stores and more money in wiring the small ones. The latter outnumber the former perhaps 50 to 1, so no contractor-dealer can afford to overlook this splendid field for business. Good lighting has already proven itself a real factor in business getting; it is helping hundreds of show windows to pay the rent of entire stores. It is bringing in more trade and prosperity to an ever increasing number of small merchants.

There remains still an army of industrious, ambitious small retailers who need to be shown the value of good lighting. This is not hard to do, for even the hole-in-the-wall dealer is becoming quite as keenly alive to selling helps as is his largest competitor.

the few minutes that it is really necessary for them to burn. The excuse given by these cleaners is that it is so difficult to find the switches that it is much easier to let the lights burn in between their several visits to the room. A certain office building owner in Louisville, Ky., determined to break up this practice of wasting current by ordering all lights switched off each time the room was left by the cleaning party. It was found in a very short time, however, that the walls around the switches became so soiled that it was necessary to call in a painter to make an estimate for repainting. When the building owner found that it would cost him \$6,000 to fix up his walls, he immediately sent out an S.O.S. for information regarding luminous switches. It had not occurred to him that the cleaners whose hands would be especially dirty, would ruin his walls in groping for the switches, but he afterward found that he did not have to necessarily stand for a loss either way, since with the luminous switch he could continue to enforce the "lights out" rule and at the same time not have his walls soiled.

No doubt the bad practice described here is the cause of many thousands of dollars of wasted light energy.

An Economic Electrical Trade Combination for the Small Town

How the Soens Brothers Supply Four Different Kinds of Electrical Service to Durango, Colo. —Automobile Department Source of Profit

WILLIAM and Carl Soens call their business at Durango, Colo., an "electric station." Durango is a city of some 5,000 people. It did most of its growing years ago, when mining was very active. The arrival of a railroad from the South would precipitate much building now, but the railroad is still more a hope than a certainty. Meanwhile, the amount of electrical contract work arising locally is limited.

In electrical appliances, the central station, with a developed sales system, controls the local market. There is little room for a second retail interest here.

But the Soens brothers have a successful, thriving business, nevertheless—because, keenly, they have studied the field and got together the right economic combination to fit it. The particular combination illustrates that in the electrical world things are moving and moving rapidly.

Four Kinds of Electric Service

Here is an economic electrical service and sales combination which, until very recently, was not thought of. Now, it is a combination which makes possible a degree of service to the consumer, and profits nevertheless to the business, in places and under conditions where such would have been impractical a few years ago.

The Soens Electric Station sells four kinds of service:

1. Automotive service. This is a battery service station, and a place where local automobilists of this section of Colorado and visiting tourists get an expert automotive electrical service which places of Durango's size seldom provide. Approximately 50 per cent of the business of the Soens station is automotive. As readers of this are generally familiar, automotive electrical service the country over has largely evolved from the garage end. Garages and repair shops did all this work at one time, and as the battery service station developed, operators in most cases were former

garage men. The level of efficiency of service at automotive electrical service stations has been going up, but the average of excellence still leaves much room for improvement.

The Soens automotive electrical department came about as a product of the combined experience and capacities of the two brothers, William and Carl. William, the older, operated a Durango garage until the draft took him and he was compelled to sell out. He gave an agreement not to enter the garage business locally within a stated period. Carl as a boy had a pronounced bent towards electricity. At fourteen, he began a correspondence school course in the subject, getting up early in the morning to study, while during the day he worked.

As his brothers put it, "Carl would rather work on a hard electrical problem than eat."

When William, better known in Durango as "Bill," got back from the war, he had a knowledge of electrical possibilities in the automobile field, some electrical experience, and a "kid brother" who had developed exceptional electrical skill. The two joined forces, starting the electric station.

Fifty per cent of the business is automotive, as stated.

Farm and Mine Work

2. Farm, mine and other outside work. This is of an extremely varied character. When, in the new oil field to the south of Durango, a well drilling crew lost the tools, the Soens Electric Station was summoned. It constructed the magnet to pull the tools out. A dredge on irrigation work needed a portable electric plant. It was obtained through the Soens Electric Station, which made the installation which was best fitted to cope with the trying conditions of dredge use.

A mountain rancher grew tired of obtaining water from a spring 150 ft. below him. The Soens station put in the electric plant and pump to meet the trying conditions.

The station, it will be gathered from this, is local agent for a farm electric plant. Field possibilities are such at present, however, that such an agency is of value only as handled in an incidental way. In fact, the Soens brothers do not carry a plant in stock, and when they sell a plant, the basis is cash.

Mining is dull at present, has been for quite a period. Occasionally, the station is called on for work at a mine.

3. House wiring, etc.

4. Radio service, and some sale of radio parts. It was natural that Carl Soens should become a leading local radio authority. The station assembles sets, makes repairs, etc.

Volume Comes from Four Departments

Now, any of these four departments, operated alone as an independent business at Durango, would not produce volume to make a satisfactory business. The automotive department would come nearest to doing this alone, but volume there would fall short of volume necessary for the profitable maintenance of a first-class service station. A business built up from the electrical contracting end would be equally weak in volume possibilities, though the operator included in it the outside field and radio.

The best practical combination under Durango conditions puts all four fields together. This gives the Soens brothers excellent money-making volume. At the same time, it makes possible economically high grade service to the public in all departments.

The writer believes there are a great many communities in the country where this electrical combination would be equally successful. The economic importance of automotive electrical service grows steadily, as the public appreciates the true importance of it. Moreover the number of automobiles in use increases.

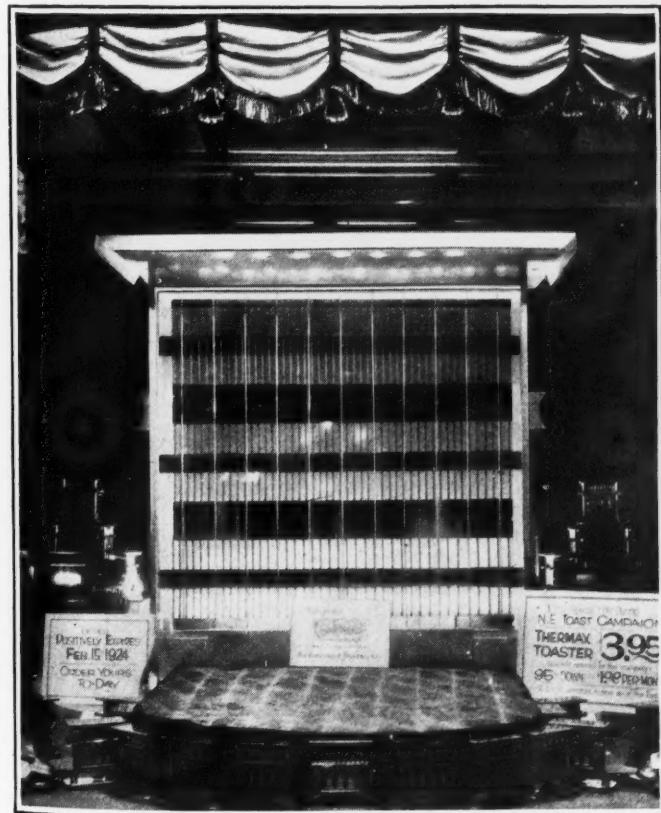
Each new automobile in the community means more business for the automotive service department. This field is well worth consideration by the electrical repair man.

When the electrical man goes after this volume along with attention to other sources of business, he finds real business fields where before opportunity has been of a very marginal character. There are no narrow limits to the possibilities of business expansion.

How Providence Put Over the Toast Campaign



BELIEVING that, with the bakers and wheat interests all launching an "Eat More Toast" campaign, the psychological moment had arrived for putting an electric toaster into every wired home, the Narragansett Electric Lighting Company of Providence, R. I., has thrown itself whole-heartedly into the New England toast campaign. No phase of an intensive campaign has been overlooked. Daily demonstrations were held, and store decorations, window displays and advertising were all keyed around the "toast is good food" idea.



HUGE banners in the store itself hammered home the idea that "toast is good food," and certainly left no chance of missing possible customers. "Toast is good food" was again electric-lighted in the striking window display shown at the top of the page, which featured a remarkable reproduction of a piece of toast made of compo-board, so perfect that it was hard to tell it from the real article. Another unusual window was the one shown at the left. In this window not only was the large reproduction of a toaster made of galvanized iron true in every detail, but even the huge piece of toast on it (measuring three feet square) was of real bread, having been made by a local baker.

According to A. H. Allcott, manager of the electric shops, results have more than justified the efforts.

How Much Money Should the Dealer Put Into Advertising?

How Some Electrical Dealers Handle This Problem—A Brief Review of Results—The Point of Diminishing Returns.

IF WE are to turn to our neighbors for information on this subject we shall find the department store invests up to 3 per cent in advertising. At the other extreme is the local grocer, with an average of scarcely 1 per cent. Hardware, drug and sporting goods dealers recommend 2 per cent as the right amount. Small fractional variations from these figures are quoted by other branches of business.

Where the advertising investment is below a certain rate per cent the business is generally found to be running short of its possibilities. Above that point there is an increase in the overhead with little if any growth in the volume of sales. In general it can be said that any recommended rate is one that has brought best average returns for those using it. Here is an idea then from the experience of other merchants which the electrical dealer can use as a guide in determining just how much he can profitably put into his own advertising. As in other lines his rate of advertising expense to sales will be governed somewhat by the conditions under which he is doing business. This fact is borne out by the figures shown in the following table covering the advertising expenses of 10 dealer-contractors located in average towns.

Advertising Expenditures of Ten Typical Dealer-Contractors

No.	Paid Out	Percentage of Gross Sales
1	\$266	1.23
2	327	1.46
3	198	.72
4	121	.35
5	794	2.27
6	1,158	2.35
7	417	.83
8	1,280	2.14
9	994	1.36
10	270	.31

Dealer No. 6 invested 2.35 per cent of sales in advertising; this is the highest rate quoted. His net profits were also highest, being 12.32 per cent. As his overhead was high (36 per cent) and his turnover but 2½ times, it is clear that this dealer worked on the correct theory that one of the chief functions of advertising is to sell goods at a profit.

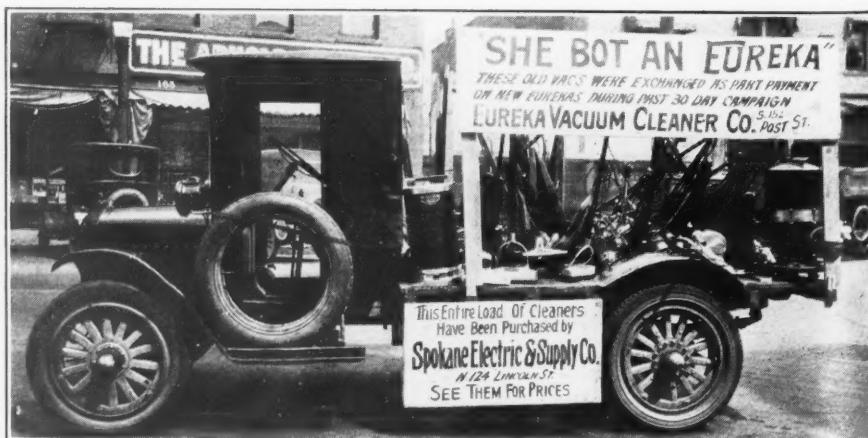
Dealer No. 5 put close to the same per cent of sales into his advertising as did No. 6. However in spite of a turnover that was well above the average, his net loss was nearly 6 per cent. His figures indicate that his good advertising was supplemented as well as discounted with extensive price cutting. Price cutting was one of the troubles with dealer No. 7 who lost money in face of a 6 times turnover. In this case low prices were chiefly depended upon to draw trade as his advertising appropriation was but .83 per cent of his sales. No. 9 also lost money. His appropriation was better (1.36 per cent). Again low prices spoiled the results of the advertising.

Makes Advertising Pay

Dealers Nos. 1-2-8 all made good money. They are located in towns of 5,000, 14,000 and 22,000 respectively. These did not make the same error as Nos. 5-7-9. Results show their advertising effective and their money well spent.

Of the remaining dealers, No. 3's outlay for advertising was but .72 per cent. He made 10.80 per cent on his investment. This can be accounted for in part by the fact that the larger share of his business is contracting and his pricing good.

Put a Truck to Work Like This, in Your Next Campaign



For three and a half hours on Saturday afternoons, this truck was driven through the streets of Spokane, Wash., with its eye-catching display. It carried a load of old cleaners which had been exchanged in part payment for new cleaners. Within

No. 4 also made a good net profit (8.78 per cent) so there is no question about his pricing or his selling but there is a question if he might not have done still better by increasing his appropriation. No. 10 made the smallest rate of appropriation of all; his profit was also very small (2.98 per cent) while his turnover was good. More attention to markup and say, a 1 per cent increase in this advertising appropriation, would help here towards a better showing.

As far as can be gleaned from these figures it would seem that the average electrical dealer's allowance for advertising should run from 1½ to 2 per cent according to conditions.

Also it should be remembered that advertising cannot stand alone. It must be good and it must be thoughtfully placed. Also it must be backed up by skill in buying, pricing, and selling.

DISTRIBUTION OF RETAIL ADVERTISING APPROPRIATION

	Per Cent
1. Newspapers	50
2. Direct mail campaigns	20
3. Bill boards	10
4. Window displays	10
5. Movie slides	5
6. Miscellaneous	5
Total	100

This table shows how a dealer in a good average town of 12,000 population divided his advertising allowance. Each dealer, naturally, must regulate the division of his appropriation and his use of advertising media to suit conditions. The city neighborhood store, for example, would concentrate on items Nos. 2 and 4 and split up his allowance accordingly. Some side street stores are depending mostly on Nos. 2 and 5.

thirty days, the Eureka Vacuum Cleaner Company of Spokane sold one hundred cleaners, taking in a number of old cleaners. Then they hired this truck, and made the old cleaners more than earn their cost as an advertising display.

Location—An Important Factor in Retailing

Better Locations Will Bring More Business to Electrical Dealers—Spotting the Right Place for Your Store—Certain Points to Be Considered—
Larger Volume Lowers Costs

By FRANK MAPPES

Store Engineer, Winchester-Simmons System of Retail Stores

"YOU will find the electric store around the corner on Side Street, about three or four blocks from Busy-Retail Street."

That is the essence of the usual answer, should you ask a casual passerby or the traffic "cop" in most towns or cities, large or small. It is a condition that affects the whole electric appliance field detrimentally. Better locations than those now used are inevitable.

Because of the extremely high rents, it may be the height of folly to attempt to follow the lead of drug, cigar, men's ready-to-wear, candy, and variety stores in their selection of locations. These stores are always found in as near 100 per cent places as possible. By counting such localities as the center of the retail shopping district, it is possible to value on a percentage basis the adjacent territories where desirable locations for electrical stores may be found.

In actual practice, retail districts usually follow along one or two streets. Where there are two, these are usually parallel. This being the case, it is not possible to rate locations by actual measurements with the center as an axis. The store in the next block on the same street might be rated at 90 per cent. The one on the next parallel street, due to the type of business houses found there and other influences, might be rated at 60 per cent or less, although the same distance from the center.

Specialty stores are most often found just a little off from the absolute retail center in what can be considered as the 85 to 95 per cent locations. In this more moderate rent section at least, should be found the store that deals exclusively in electric appliances and related equipment bought chiefly by women.

The type of merchandise that is sold for immediate consumption, such as soda, candy, cigars, cigarettes, etc., must necessarily be handled in a location that grades up to 100 per cent or near it, in order to get the volume required for a profitable business. Desire to possess such goods is created momentarily. Often if not appealed at once, it will entirely disappear, thereby forever losing that particular sale.

Proper Merchandising Needed

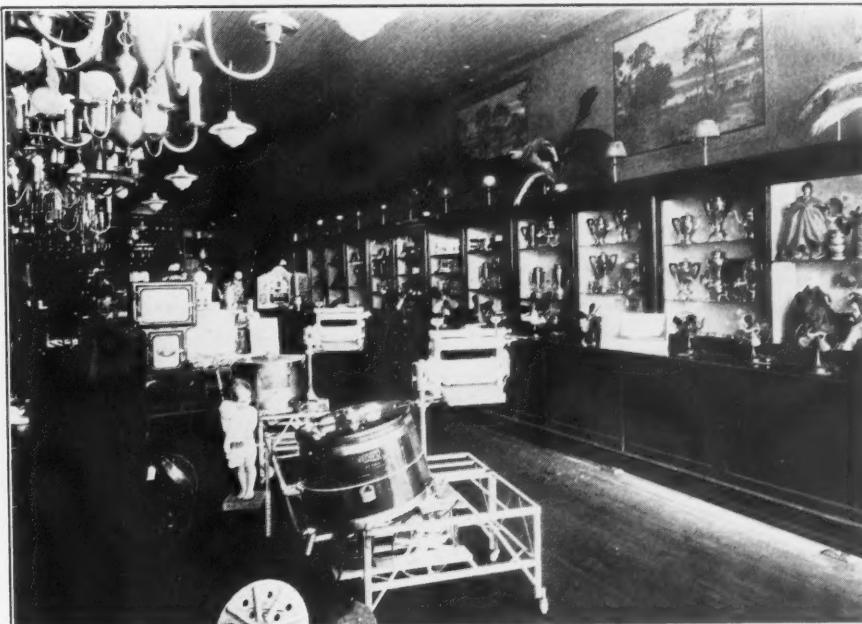
In the case of articles of a substantial nature where the desire never leaves until it is finally satisfied, location alone will not sell the

goods. A good place where people pass frequently and where the goods are properly merchandised and displayed is what is wanted. Repeatedly seeing such items will eventually cause sales to be made.

Electrical merchandise has an appeal to everybody such as very few other lines can claim. Therefore, the store in a shopping district where people bent on buying are wont to circulate, will get much business that would go either to other stores or never materialize. Seeing repeatedly will create the inevitable desire and eventually ring the cash register.

It must not be overlooked that

A Good Example of Store Planning That Helps Sales



This view of the store of the Appel-Higley Electric Company, Dubuque, Iowa, presents some excellent ideas in stock arrangement. The cases have been placed on the right-hand side of the store which is the direction customers instinctively turn. The goods are the kind which carry immediate appeal to a housewife. The articles are not crowded and a white background makes them stand out well. The absence of a counter gives customers easy access to the goods themselves. The blank space above wall case is relieved by attractive landscapes. A row of lamps and ferns breaks the monotony of the straight top line of the case. Convenient outlets facilitate demonstration.

women buy the larger volume of merchandise that is sold in the electrical line. Proximity to other stores catering to women is highly essential then in attracting this trade to the electrical store.

Women are given to looking around in a limited shopping area when they desire to buy. The store that is located in such an area then and specializes on pleasing displays in its windows, will attract much of this floating demand to itself.

At night, the bright lights of all the stores in the retail district draw those who indulge in the fascinating game of window shopping. Many direct sales result from this. The shopper's time is pleasantly occupied, without the distraction of the hustle and bustle so often encountered during the day. Prospective purchasers who saw the merchandise in the window in the evening, have practically sold themselves before coming into the store.

On the question of main street and side street locations, it has been said that "people living in Chicago can buy cheaper from the big State Street and Michigan Avenue stores than they can from dealers in the so-called low rent districts. People in New York can buy merchandise for as reasonable a figure on Fifth Avenue as they can on Third. Why? Simply because these merchants have developed through advertising and display, a volume of business that spreads their overhead over a large number of sales, so that their selling cost per dollar of sales is lower than that of the dealer located on the side street catering to a smaller number of buyers."

The store which is unfavorably located loses much business from prospects who would, in all probabilities, never have occasion to visit neighborhoods off from the center. Merchandise must be seen to be appreciated. Therefore, the store on a busy street sells the goods. A highly specialized line, such as electric appliances, has potential possibilities for turnover, and when intensive merchandising is applied in a first-class location, assured profit will result.

A store, because of its location in a high rent district can, by its high rate of turnover, more than justify the rent. The stock arrangement, however, must be based on the policy of the largest possible diversification in the smallest possible space. Such

a store, usually a comparatively small one, is used for show and sales but not for storage. A sample line of all the larger items is carried and a very small stock of each of the smaller items, in other words, just goods enough for maximum turnover.

Too many merchants make the mistake of carrying heavy stocks in retail stores. This necessitates larger floor area than would be needed if the stocks were well-balanced and limited to just enough for retailing purposes only. Such merchants throw up their hands in horror when advised to rent smaller stores in more select neighborhoods. However, if they stop to analyze their business they will no longer doubt the advisability. They will find that the saving in interest on capital tied up in inventory, and the increased sales and turnovers they get in the better location will more than justify the change.

Lowering Costs of Distribution

The wise dealer lets the local or nearby jobbers carry the stock and orders daily or as frequently as is desired. The most economical distribution for high grade merchandise is to concentrate large stocks in a minimum number of jobbing houses, where the goods are subject to call for immediate delivery to retailers.

Try Smiling

When the weather suits you not,

Try Smiling.

When your coffee isn't hot,

Try Smiling.

When your neighbors don't do right,

When your relatives all fight,
Sure it's hard, but then you might,

Try Smiling.

Doesn't change the things, of course,

Just Smiling.

But it cannot make them worse—

Just Smiling.

And it seems to help your case,
Brightens up a gloomy place,
Then it sort o' rests your face—

Just Smiling.

—Texas Utility News.

Carrying large stocks by retailers adds to the cost of distribution because of dormant capital. If every retailer were to carry stocks of sufficient quantity to meet his requirements for six months or a year ahead, it would tie up an immense capital.

This leads to the conclusion that a select location for electrical merchandising pays,—

First—Because it will yield a larger volume of business.

Second—Because it will make more frequent turnover possible.

Third—Because of limited space it compels the merchant to carry smaller stocks and he must therefore order oftener, which assures fresh, new goods all the time.

Fourth—Because of his location in a retail section, it permits intensive merchandising through his windows.

Fifth—With the same capital invested in his business, because of larger volume, increased turnovers, smaller reserve stocks, and better merchandising methods, he will make more money.

A Sales Letter to Send to Customers, April 1

Last year, a little before April 1, the Star Electric Company of Detroit, Mich., went to its printers and had them print up a set of letters—and if there's one thing the Star company is sure of today, it's that every one of those letters was read!

On the outside of the envelope appeared this warning:

"This Is an April Fool Joke—Don't Open It!" Which instruction, of course, the recipient would promptly proceed to disregard, and find inside the following letter, printed on the company letterhead:

It's a Joke On You

To take your rugs out and beat them when you can clean them right on the floor with a Royal vacuum cleaner.

To wash your clothes on the old wash board when an Eden electric washer will do the work in half the time.

To do your ironing in the old way near a hot stove when you can do it the cool way with a Universal electric iron.

To use old drop cords in your home when you can have modern lighting fixtures.

To have empty sockets in the house when we carry a full line of Columbia National lamps.

To do your own wiring when you can have it done the best way at the best price by the

Star Electric Company, Phone 91

"Fixture Hanger" or "Light Decorator"—

Which Do You Send Out to Your Customer's Home?

SATISFIED at last with her selection of the new lighting fixtures, the customer leaves the store. She has enjoyed the task after all—her pleasant reception, the courtesy and patience of the salesmen, the eagerness of everyone to please her. Her name is on the dotted line, and the sales staff turns expectantly to the next customer.

But is the job finished here? Can that store rest assured that it has acquired a satisfied customer, who will thereafter never cease to sing the praises of the business house responsible for the lighting effects in her home?

The Clinard Electric Company of Winston-Salem, N. C., has answered the question to its own satisfaction by working out a comprehensive plan of handling fixture customers, not the least important part in which is played by the man *last on the job*. The fixture hanger who is sent out after the sale, is considered fully as important as the salesman in the store, and on his work and conduct

hinges the permanent success of the sale.

Each man goes out to his job, not as a "fixture hanger," but as a "light decorator," whose work has the professional dignity of an interior decorator. His equipment includes a thorough knowledge of all the fine points of fixture hanging as well as of the decorative possibilities of light. He sees to it that wall brackets are hung exactly right in relation to the rest of the room—that they are neither too high nor too low, nor too close to door and window jambs. Even the detail of noticing whether a chandelier is hung so that the arms will look well from adjoining rooms, is not overlooked. When he brings a portable lamp, he consults with the woman of the house about placing it, and if she is not at home, himself selects what appears to be the most desirable place in the room, and sets it in position—changing the plug, if necessary and lengthening the cord, to reach the nearest convenience outlet.

In the case of fixtures, he sees that each is complete with its accessories—shade, cord, switch, even the correct lamp. And he doesn't leave the house without making sure that every candlestick and every shade sits absolutely straight and true!

The Clinard company calls its fixture hangers "white-collar men"—it sends out no man who does not dress neatly or know how to conduct himself in the finest home in town! The "white-collar man" sells good-will, which is as important as good merchandise in a successful electrical business.

In short, it is the idea of the Clinard company that its "light decorators" must finish the job begun in the salesroom. Careless work here may mar the impression made at the sale. Careful work will confirm it. A complete sale may begin almost anywhere, they believe—but it ends in the customer's home.

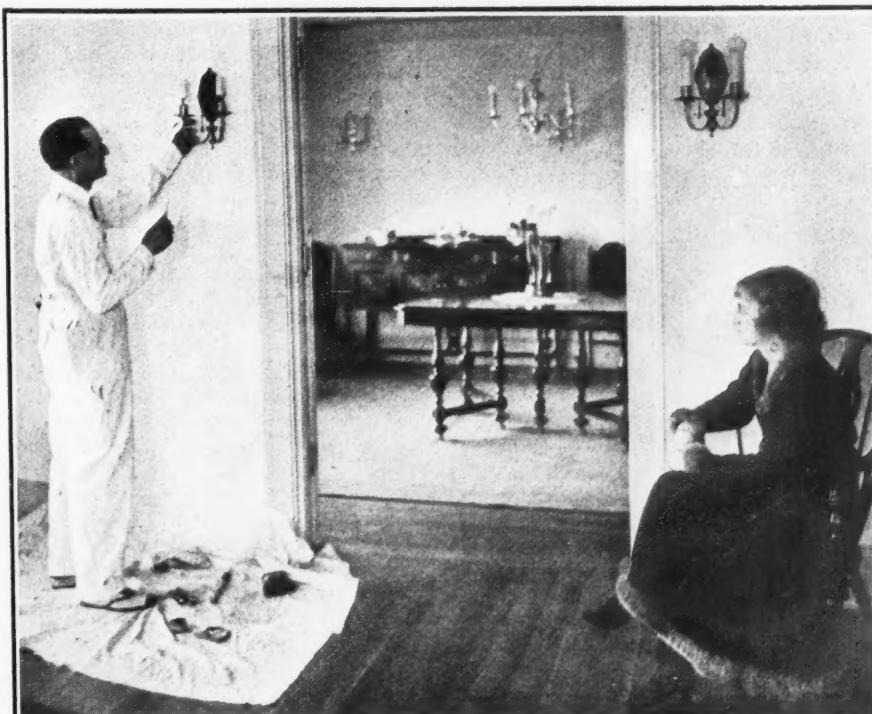
"The First Electric Light in Any Store"

"The first electric light in any store was installed in John Wanamaker's, December 26, 1878. People laid bets as they watched it that it would not continue to burn. They also thought the new kind of store could not last because of its surprising innovations in storekeeping."

The foregoing paragraph headed an advertisement run a few weeks ago by John Wanamaker's store, New York City. This echo from the days when the kerosene lamp was king, brings home to us forcefully the tremendous strides electric lighting has made in a few years. It is interesting to note too, how quickly the possibilities of such lighting as a business factor were grasped. Today it is the store that does not have electric lighting that is regarded as "riding for a fall."

Regarding this statement of the Wanamaker store, Mr. T. C. Martin, founder of the National Electric Light Association, biographer of Edison and former editor of the *Electrical World* writes:

"This advertisement is O.K. It was done with the Jablochkoff 'candle.' The installation was made by Dr. S. S. Wheeler before he 'joined up' with Edison in 1881-2. It is interesting and significant to see a big store thus 'advertising with pride' its pioneer work in the electrical field."



The Clinard Electric Company calls the man out on the job, not a "fixture hanger" but a "light decorator." He works together with the woman of the house, asks her

suggestions, and doesn't leave the job until every lamp is in place and every shade hangs straight. His appearance and manner are part of his qualifications.

As You Push the Sale of Radio

What the Radio Audience Wants to Hear

For a period of twelve days, three Chicago broadcasting stations KYW, WDAP and WJAZ, asked their listening audience what they desired to hear most. "We asked them whether they preferred to hear classical, popular, jazz, instrumental, vocal, religious, political, educational talks, or what," explains E. F. McDonald, Jr., director of WJAZ. "We told them that their desires would have a great influence on the future of radio broadcasting. We also announced that each listener could have only one vote and that if more than one vote were sent in, or if the same person sent votes to two of the stations, neither one of them would be counted. We have found no duplication."

Taking the figures of the Zenith Edgewater Beach Hotel Station of 170,699, this represents a listening audience on this one station alone of 8,534,950. Station WJAZ in one day received 20,152 pieces of mail, representing an audience of over a million for a single night.

The accompanying table shows the responses received by WJAZ divided into states, up to the time there had been received a total of 122,000. After this time the responses were coming so rapidly that they could not be sorted into states rapidly enough. An analysis of the desires of the listening audience shows that music



The three stations received in twelve days a total of 263,410 pieces of mail. KYW brought in 37,900 of these, WDAP 54,811 and WJAZ 170,699. Conservative advertising men estimate that not more than one in fifty listeners will respond, regardless of the inducement offered. This indicates a listening audience of 13,170,500.

is the most popular form of entertainment. The preferences by percentage follow:

- 2.7 Band music.
- 24.7 Classical music.
- 2.9 Dance music.
- .3 Dramatic music.
- 1.0 Hawaiian music.
- 18.4 Jazz music.
- .3 Mexican music.
- .3 Male solos.
- 5.7 Old-time songs.
- 1.7 Grand opera.
- .9 Orchestra music.
- .5 Pipe organ music.
- 29.0 Popular music.
- .3 Quartette instrumental.
- .2 Male quartette.
- .8 Mixed quartettes.
- .5 Religious music.
- 2.1 Sacred music.
- .7 Saxophone.
- .6 Symphony music.
- 2.1 Vocal selections.

Of the responses received 32.5 per cent were from women and 67.4 per cent were from men.

New World Opened to the Deaf by Radio

Have you a deaf neighbor, or friend? And have you ever tried to imagine to yourself the isolation in which those hard of hearing live—the almost hopeless struggle to keep in touch with the world about them—and the hard shell into which most of them are obliged to withdraw?

To these people, more than to any other group, radio has meant the opening of a new world, the beginning of a new life. Theodore Roosevelt said that it was not until he was eight years of age that he was provided with eye-glasses, and his own words are "a new world was opened to me." What glasses did for Roosevelt, radio does for the deafened.

Annetta W. Peck, secretary of the New York League for the Hard of Hearing, says: "Make this distinction between deaf and deafened. The former are born without the sense of hearing. Radio cannot help here. But for the latter, radio is one of the greatest alleviations."

The following letters should be of interest to every radio dealer, and should inspire taking the message to those who are deaf:

Mr. Warren Pond, president,
The New York League for the Hard of
Hearing,
New York City.
My dear Sir:

Your organization has been called to my attention in connection with the following.

I met a man afflicted with defective hearing. He said that he had not heard a public musical performance since the age of ten years, nor had he heard a public lecture, nor a theatrical

performance in his life. Contact with fellow beings was limited and laborious. Most of his information came from reading. As years went on he had crawled into his shell and decided to finish his life in that manner. The struggle of trying to hear was too great.

Then along came radio. He purchased a good receiving set and now hears without difficulty the things which he has craved to hear for so many years.

This opened an entirely new line of thought to me, and I wondered whether your organization is aware of what radio does for the hard of hearing.

My only interest is, if possible, to bring this wonderful thing called radio into the lives of those who may be struggling under the burden of loss of contact with fellow beings through the sense of hearing.

THE NATIONAL ASSOCIATION OF BROADCASTERS,

PAUL B. KLUGH,
Executive Chairman.

New York City,
Mr. Paul B. Klugh, executive chairman,
The National Association of
Broadcasters,
1265 Broadway, New York City.
My dear Sir:

Your letter of October 18 in which you refer to the case of a man whose defective hearing had developed in him a degree of self-isolation and discouragement was exceedingly interesting to me. The man whose acquaintance you made is a typical instance of what happens to the individual who experiences gradual deafness, and the isolation which comes from it.

When I was fifteen, typhoid fever left me with impaired hearing. The trouble has grown worse since. I paid little attention to radio at first, having learned by hard experience not to put myself in the way of disappointment. Upon the insistence of friends I listened one night, and heard enough to decide me. The machine I bought had to be a powerful one—six tubes—but I'm not ashamed to confess that the first night, as I sat there in my own home and heard music clearly and without strain for the first time in forty-six years, tears came to my eyes.

This League has installed a set and, working with deafened people of all ages, both children and adults, of every degree of impaired hearing, we are able to give endless delight to groups of twenty-four simultaneous listeners using individual head sets, which work better for us than a loud speaker.

Our radio gives more real pleasure than any other means of entertainment for the deafened than we have ever tried.

WARREN POND,
President.

With a better understanding of what radio means to the deaf, it should be an easy task for the elec-

-Tune In with These New Ideas

trical dealer to canvass his neighborhood, or, by newspaper advertising, eventually bring it about that every deaf person in his town will enjoy this alleviation of his isolation. At least half the customers who enter the store have a parent, grandparent or some member of the family whom they would like to see gladdened with such a gift. Another excellent plan is to get lists from the doctors in town of the patients whom they have examined for deafness.

Re-Radiating Stations—How They Open Opportunities in Broadcasting

A short-wave radio transmitting set which may be transported to the scene of church services, concerts, dramatic performances or lectures, as easily as a motion-picture cameraman is sent on news-weekly assignments, has been introduced as part of the broadcasting equipment of WGY, the Schenectady station of the General Electric Company.

This set is not used to broadcast directly to the listener, but is a radio relay which conveys the program to the broadcasting station. This first radio transmission cannot be tuned in on the average radio receiving set.

The portable transmitting set is conveyed to the hall or church from which it is desired to broadcast an entertainment or sermon. Wire connection is established between mi-

crophone or pick-up within the hall or church and the transmitter of the portable set outside.

By means of a sensitive receiving set located near WGY, the electrical vibrations into which speech or music has been converted are picked up, amplified and then conveyed to the main transmitting equipment of WGY, from which the program is put on the air on the licensed wavelength of the station, 380 meters.

Prior to the introduction of the radio relay it was customary for WGY to connect church and radio station by wires. Wire installations required considerable preparatory work and because of the time involved in making the necessary installations some programs that might have proved instructive and enjoyable had to be omitted. The small transmitting set is mounted in a covered truck and may be taken to hall, theatre or church, where in a short time the installation will be complete and ready for service. The new method greatly facilitates the problem of setting up temporary stations and eliminates the direct-wire problem.

No Effect on Quality

Re-broadcasting does not affect the quality of music or speech. WGY has made frequent use of the radio relay methods and the listeners were at no time aware that a radio transmitting set working on a low wavelength had supplanted the wire link in the system.

There is another and even more important use for the small transmitting set in radio relay and this use suggests a particularly interesting development for radio in the future.

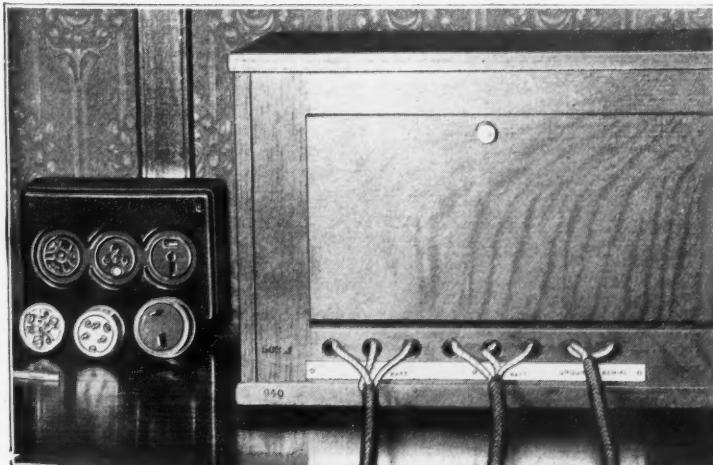
In the relay now in common use at WGY, the small station is used to feed into the larger transmitting set through the introduction of a receiving set between the radio links. It is possible that the future will see many of these small transmitting sets scattered about the country and used to re-radiate on lower wavelengths, concerts received on a sensitive receiver from any one of a half dozen main stations, for the benefit of listeners with crystal sets or short distance receivers.

Reradiation for Crystal Sets

For example, such a receiving set might pick up the best of the WGY program from Schenectady and then a special feature from WJZ or other station and by the use of the transmitter re-radiate to the country side within a limited distance of the station.

This would give the man with the small receiving set the advantage of listening to a selected program, the best of the main stations. In this manner he would be able to get programs, and to get music that would not otherwise be available to him on his set. The small re-radiating or relay station practically assures success to all the fans within a hundred miles.

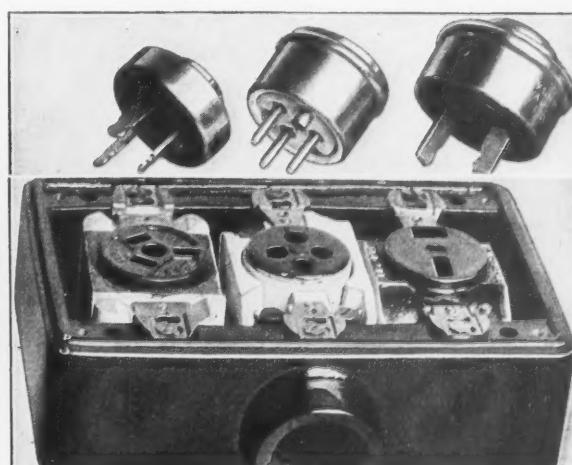
Plug Connections for Radio Antenna, Ground and Battery Feeds



Any standard radio set can be operated from any of a number of positions—in the living room, on the porch, or in an upstairs bedroom—with the aid of this special outlet box just developed by the Kellogg Switchboard and Supply Company, Chicago. Contact plugs are provided for

antenna connection, ground, A battery, B battery, etc., and it will be noted that the contact members are so keyed as to make wrong connections impossible when plugging in the various cords. With this system of outlets, the batteries can be kept together in a cabinet or in the basement.

4165



Two types of outlet box are provided; one finished in black enamel for use with standard conduit, and the other for wall mounting with brass face-plate, resembling a standard convenience outlet in appearance. The picture at right shows the three plugs ready for insertion.

New Ways to Use Toast
An Interesting Leaflet of Recipes
to Distribute to Your
Customers

As an important part of its nation-wide "eat-more-toast" campaign, the Wheat Council of the United States has worked out a series of recipes and suggestions of new ways to prepare toast. The recipes are printed in a leaflet called "Toast—Good Ways to Use an Old Friend." Electrical dealers wishing to distribute these leaflets to their customers can purchase them at the rate of \$1 a thousand, from the Wheat Council of the United States, 77 West Washington Street, Chicago.

The recipes contained in the folder are as follows:

Milk Toast

Many people think of milk toast as an invalid's dish, or something to fall back upon when the appetite fails. There is another very good use for it that is usually overlooked. It is one of the best things to give a school child for breakfast. Try this on your breakfast table.

Place two slices of *hot buttered toast* in a soup plate and pour over them some hot salted milk. Sprinkle with paprika.

French Toast—A New Way

12 slices white bread 2 eggs
1 cup milk salt and pepper
Beat eggs slightly; add salt, pepper, and milk. Pour into soup plate and dip each slice into mixture. Let stand, spread on a platter, for half an hour. Butter toaster bars and toast on both sides. Serve very hot with powdered sugar, honey, syrup or jam.

Toasted Ham Sandwiches

Make a ham sandwich with baked or boiled ham. Season it to taste and toast the outside. If you like lettuce and mayonnaise with it, have them ready to slip in as you take the sandwich off the toaster.

Cinnamon Toast

Mix $\frac{1}{2}$ teaspoon of cinnamon thoroughly with $\frac{1}{2}$ cup sugar. Sprinkle on hot well buttered toast. Toast the top side again. This is particularly good with afternoon tea, or for Sunday night supper. If you like raisins with it, they may be mixed with the sugar and cinnamon, and made into a paste with melted butter and spread on dry toast.

Welsh Rarebit

2 tablespoons butter $\frac{1}{2}$ cup milk
 $\frac{1}{2}$ tablespoons flour $\frac{1}{2}$ teaspoon salt
 $\frac{1}{2}$ teaspoon mustard $\frac{1}{2}$ lb. cheese

Mix the butter and flour thoroughly in a sauce pan over the fire. Add the milk slowly, stirring constantly. Cook about two minutes. Set the pan in boiling water and add the cheese cut in small pieces, and the seasoning. As soon as the cheese is melted, the rarebit is ready to serve. Over-cooking makes the cheese tough and stringy.

Pour the mixture on hot buttered toast and sprinkle with paprika. Have the plates hot and serve at once.

Toasted Cheese

Break an egg into a cup. Fill the cup half full with cream. Season with salt and pepper. Add crumbled bits of soft cheese to fill the cup. Mix thoroughly with a fork and spread on thin round pieces of fresh bread that have been toasted on one side. Sprinkle with paprika and brown slowly under a rather low flame. Serve hot.

*Toast Helps You to Use Up Left Overs
or to Make Expensive Delicacies
Go Further*

When you are serving a creamed dish on toast you should use a cream sauce of moderate thickness and the crispier kind of toast. When you do this the toast absorbs some of the sauce and the flavor, without getting the least bit tough.

Good Combinations

For Breakfast

Toast and jelly, or jam or marmalade
Toast and bacon
Boiled tomato on toast
Poached egg on toast

For Luncheon or Supper

Toasted sandwiches—any kind
Any creamed meat, or fish, or vegetable, on toast
Creamed cheese and tomato on toast

For Afternoon and Evening Refreshments

Cinnamon toast
Welsh Rarebit
Any kind of toasted sandwich
Creamed mushrooms, or chicken, or sweetbreads, on toast
Toasted cheese.

**Dramatizing the Idea of
"A Happy Breakfast"**

BY MARSHALL MONROE

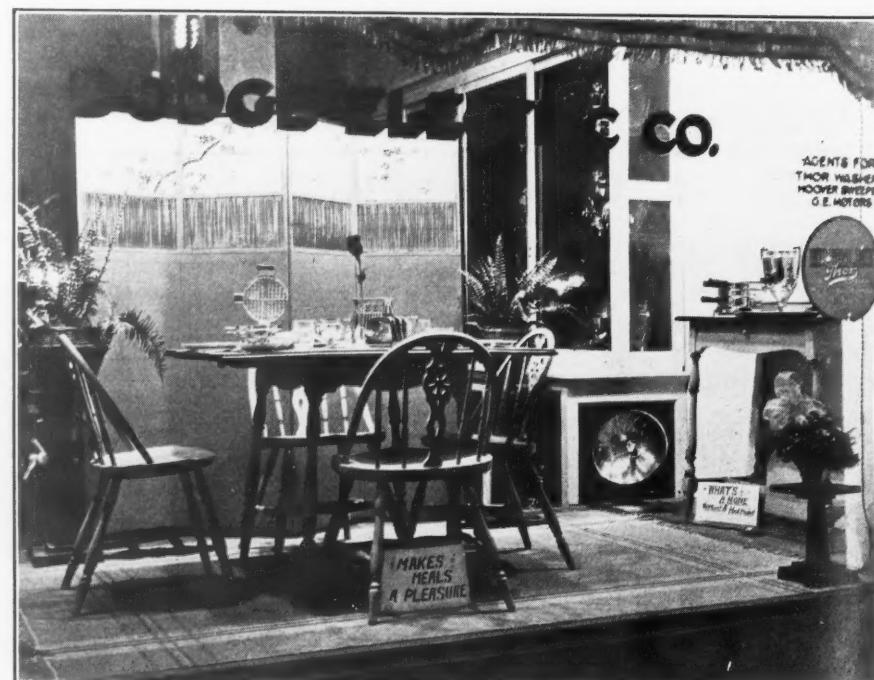
"An idea dramatized," that's the way C. M. Knape, the energetic appliance manager of Dodge Brothers' Electrical Company, of Tulsa, Okla., refers to a recent success in window dressing.

This particular window was designed to sell the public on the idea of an "Electrical Breakfast." If the number of favorable comments and noticeable demand for such appliances, which have sprung up, may be taken as a criterion, then the window assuredly served its purpose.

Thus in the window, which is reproduced with this article the effort was made to sell the public on the exquisite ease of a breakfast prepared with electricity. Nothing was missing from the picture presented.

Mr. Knape set out to convince potential customers there were two kinds of breakfasts: One in which the wife and husband chat and talk through perhaps a period of half an hour to three-quarters of an hour, the wife meantime cooking and serving the meal without leaving the table.

This was the kind of breakfast he sought to present through his window. The other kind of breakfast he left to the viewer's imagination.



Nothing is omitted from the window that will make the preparation of breakfast a matter of seconds. On the serving table at one side is a grill, percolator, and an antique tea caddy. A toaster, toast rack, and waffle iron are on the table. A "heat projector" setting in one corner makes the window

dow express an atmosphere of coziness that somehow gets to the spectator.

The color scheme is also attractive, starting in with an apple green in the rag rug, working into a deep blue and then fading out at the top of the screen which serves as a background, into a sky blue.

Selling in the Town of 5,000

The Electrical Merchandising Possibilities of Any Community Are Limited Not by Number of Families but Only by Their Needs

A TOWN of 5,000 people may seem a rather limited field to some of *Electrical Merchandising's* readers who live in bigger places but such a town's needs are just as vital as those of a larger community. In fact, a town of this size can support a business which is just as big and just as remunerative as the average establishment in much more populous centers. The reason that this is so is due to the fact that the profitability of a business is dependent, not so much on the size of the field as on *how* the business is conducted. Volume depends largely on how well equipped, from an appliance standpoint, a dealer wants his town to be. The same problems are found to exist as in the larger community, the same factors enter into sales.

A sure knowledge of the field is, of course, necessary. The more complete the knowledge the better equipped will be the selling organization. The analysis should include the kinds of people in town, their interests and characteristics. In the average small town, for example, there are a number of retired farmers. Once the farmer becomes sold on the electrical way of doing things he is anxious to harness this modern servant and have him do all his work. The farmer is sure pay so there is little or no credit loss in dealing with him. In addition the dealer in a small town should know, or can easily find out, the extent of the electrical equipment in use.

Proper buying requires a thorough acquaintance with the merits and uses of the various appliances. It means the handling only of quality goods. A satisfied user is of particular value in a small town for the people know each other and talk over their likes and dislikes. Correspondingly a dissatisfied user is a heavy sales handicap. A dealer must therefore handle goods which have permanence.

Keep the stock as low as is safe by careful control, for profit and turnover depend on this. Avoid being out of stock which has a year

'round demand. Arrange seasonable stock so as not to carry any over from one year to another, for carrying a seasonable stock through the year ties up valuable capital and makes it idle. One can always get seasonable supplies in a comparatively short time to care for an anticipated demand.

Advertising, displaying, demonstrating and training and supervision of the selling organization are all part and parcel of "Selling." Proper volume cannot come when any of the above selling factors are neglected.

Intelligent Selling

The Iowa Gas & Electric Company of Washington, Iowa, illustrates the success which comes from intelligent and consistent attention to these points. Sales Manager Miller has discovered that a field is not limited by the number of families but that it is limited rather by the needs of these families. Washington, Iowa, the headquarters of the company, at the time of this discovery was not at all limited—now it is a pretty well fenced-in community on some appliances.

Washington is a town of about 5,000 people and has therefore in the neighborhood of 1,150 families. The company supplies current to other small places and serves altogether 15 communities. The entire population of the country served is 14,500. This is, roughly speaking, 3,400 families. Nearly 500 farm homes get current from the transmission lines while about 200 farmers have their own lighting plants.

Three offices and salesrooms are maintained; the headquarters at Washington and branches at Keota and Columbus Junction. Under ordinary circumstances it would be impossible to maintain a man at these smaller places which have populations of only 1,000 each. However, with the local manager doing wiring jobs and selling electric appliances in addition to the work incidental to the operation of the plant,

it is possible to so organize and still make a small profit. These local managers are paid a salary and commission. A complete stock of appliances is kept at each of these points. In two other towns there are dealer connections carrying a few appliances on a consignment basis.

"There is no mystery about getting sales," says Mr. Miller, in discussing some of his organization's achievements in selling appliances. "Selling depends entirely on handling a quality product, realizing its uses and on being sold on it yourself." An "outside man" in Washington demonstrates, sells and services the larger appliances in the homes. There is always someone in the store who can demonstrate and sell. Full use is made of the store interior and the windows in displaying the wares. Newspaper and direct-mail advertising is depended upon to cover much of the territory and because of this condition the preparation of advertising and letters receives careful attention. The slogan, "Make It Easier for the Housewife" appears on billheads, booklets, enclosures and in the newspaper advertising.

The Iowa Gas & Electric Company has handled one make of electric cleaner since 1917 and have since that time sold 667 machines. That means about 19 per cent of the families in this territory have this one make of cleaner, and the records show that nearly 40 per cent of the families in Washington have it. This record has been achieved by steady plugging as will be shown by the company's last year's sales which averaged six cleaners per month throughout the year. Electric washers sold at an average of $7\frac{1}{2}$ a month and either of them exceeded the increase in the number of wired homes in the towns.

"Our average selling cost," says Mr. Miller, "is about 25 per cent on the appliance line as a whole but some of them cost less to sell. Electric cleaners cost us 22 per cent to sell. The turnover on our stock as a whole was a little less than three

times last year, this low rate being due to conditions which prevailed in Iowa during the last two years. The turnover on some of the individual items was better however, as will be shown by the fact that the electric cleaner turned better than once a month in the last half of the year and had a year's turnover of more than nine times."

his "gross profit from sales." That will not be hard to arrive at if he knows what his total sales to customers amounted to for the year. Subtract the "cost of goods sold" from the "total sales to customers" and the amount left is "gross profit from sales."

The next thing to find out is the "net profit."

Make a list of all expenses, such as rent, light, heat and power, postage, telephone and telegraph, interest, discounts and allowances, salaries, taxes and insurance, delivery expenses, depreciation and general expenses. Subtract the total of these expenses from the "gross profit from sales" and what is left is "net profit." If you have received any interest money during the year or earned money on discounts, they should be added to "net profit." Losses, like bad debts, may be deducted.

Several years ago the Treasury recognized the "retail method" of valuing inventories by which the goods in stock are priced at the selling prices and the total retail value of the goods reduced to approximate cost by deducting the "mark-up" (Regulations 62, Article 1588). However, the language of the treasury regulation as well as that of the elaborate letter (to the National Retail Dry Goods Association, dated January 21, 1921) issued in explanation of the regulation indicated that this method was restricted in its application to retail dry-goods stores. During the past year the Treasury has made it clear that the "retail method" may be used by any retail merchant who fulfills the conditions set forth.

If the dealer makes out his return from records that are complete and trustworthy he has nothing to fear from future government investigation. "Adequate records" are records that show every item of income and outgo and where they appear on the tax return. Your records must show every business transaction that took place in your store during 1923.

As described in *Electrical Merchandising* last month the tax return which must be made on March 15, 1924, does not differ in any important particular from the return which taxpayers made on March 15, 1923. Forget all that you have heard about the Mellon Plan. It has nothing to do with the making out of your return for 1923.

When the Income Tax Inspector Calls

The Dealer Who Does Not Keep Adequate Records May Lose Out

"WHEN I have filed my income tax return," asks a dealer, "how long will it be before I know the return has been accepted by the government, and I can consider the matter closed?"

Many have asked this question. It's a fair question for any business man to ask. If a man makes out his return to the best of his ability and knowledge of the law, and does it honestly, he would like to know within a reasonable time afterwards that the return has been accepted by the government. Otherwise he may make mistakes in the following year's return. Moreover, long after his books are closed, and his losses charged off or his profits taken out, he may be informed that his method of figuring was erroneous and that he owes the government money on business done one year or five years ago!

A revenue agent may walk into a dealer's store at any moment and ask to see his books of account for 1917, 1918, or any year since.

"Why," said one dealer in amazement, "I didn't keep my records after I made out my tax return for 1917. I destroyed them. I supposed of course my return was all right after I sent it in, so at the end of the year I threw the records away. I don't keep any 'books' anyway; my business only amounts to about \$25,000 a year. I don't need 'books' to keep track of a little business like that."

"If your business amounts to \$5,000 gross income a year," said the government man, "you must file a return and a return must be based on your records. If you have no records it will be necessary to make an audit of your business and estimate your income and expenses for each of the five years."

It cost this dealer about \$300 to make the audit and after it was all over the revenue agent informed him that he owed the government over \$500 in back taxes.

So the answer to the question is that nobody knows after a tax return is sent in how long it will be before the person who sends it in will know that it has been accepted by the government.

The Internal Revenue Department requires every business man to keep adequate records. The shortcomings of the records of many retailers have long been the subject of comment by accountants. According to the Revenue Act (Sec. 1300) taxpayers are required to "keep such records . . . as the Commissioner with the approval of the Secretary, may from time to time prescribe," but until recently the Commissioner has been very careful about making prescriptions. A little more than a year ago he made some definite rules (T. D. 3408, dated November 2, 1922) and retailers are supposed to know what these are and to have complied with them during the taxable year just closed. These rules require books of account, including inventories.

What the Law Requires

Here is the way the Treasury Decision reads: "Every taxpayer carrying on the business . . . of purchasing or selling commodities or merchandise . . . shall . . . keep such permanent books of account or records, including inventories, as are necessary to establish the amount of gross income and deductions, credits and other information required by an income tax return."

Now, just what does this mean?

It means the dealer must know the cost of goods sold. To find out this, he must know what his inventory was on January 1, 1923. Then he must add to that all purchases of merchandise made during the year. From the total thus obtained, he may deduct his inventory of January 1, 1924. The amount left is his "cost of goods sold."

Next his tax return must show

An "Electrical Home" Exhibit in Your Town This Spring Will Educate the Public and Build Up Your Business!

How an "Electrical Home" Campaign Works

1 An attractive medium-sized modern home, fully equipped with electrical wiring and labor-saving devices, is thrown open to the general public for a period of a week to a month, depending on the size of the community, so that it can be visited and inspected by thousands of home-owners and intending home-owners—who can be thus interested, as by no other method, in the electrical conveniences now available at small cost.

2 The house itself is usually loaned by some enterprising real-estate man, who realizes that such an Electrical Home exhibit will be the means of bringing out thousands of visitors to inspect his house or houses. This feature has the value of enlisting the help of the powerful real-estate interests to take a part in the campaign, contributing advertising and publicity as well as the house itself.

3 The first step, in the usual procedure, is to form a committee of the electrical men of the community, to undertake putting on the

Electrical Home. A sub-committee of this group is then assigned to call on one or more local builders to propose that some house already under construction, be wired according to the highest electrical standards and exhibited as a model "Home Electrical."

4 If the builder or real-estate man supplies the house, the expenses of the publicity and the additional wiring of the house to make it a 100-per-cent complete job, can be borne by the electrical group entirely, or shared by electrical and real-estate interests, or carried wholly by the builder. All three methods have been worked.

5 Besides being wired according to the most complete standards, the Home Electrical is equipped with every modern electrical device, from a washing machine and a range, to a curling iron and a vibrator.

6 Local furniture and decorating houses are invited to furnish the home completely in good taste, as an exhibit of their work.

7 News articles and paid space- advertisements appear in the local newspapers announcing that the model Home Electrical will be thrown open for public inspection for two weeks or so, during which periods everyone is invited to come.

8 Appliances in the home may be demonstrated in use, but no effort is made to sell any article. Names of visitors may be obtained, however, and sales opportunities followed up by individual electrical concerns later.

9 Several hundred model Homes Electrical have been exhibited to local visitors in this way, and it is estimated that already four or five million people have inspected such homes, and gained from them a wholly new understanding of the electrical conveniences which can be had, resulting in electrical purchases later.

A Home Electrical in your town this Spring will educate your local public electrically, and build up your business. Now is the time to start plans to have one!

See the Salem, Mass., Contractors and Dealers Breaking Ground in February for "Electrical Home" to Be Exhibited This Spring!



Ground was broken Feb. 11 at Salem, Mass., for the erection of an electrical home under the auspices of the Essex County Electrical League, which includes in its membership practically every electrical concern of importance on the Massachusetts North Shore. S. Fred Smith, manager Salem Electric Lighting Company (in the dark overcoat, using long-handled shovel), and James G. Callahan, president North Shore Real Estate

Board (using pick), turned the first earth. A one-family home will be built for sale and opened toward the end of May. The central committee in charge consists of S. Fred Smith, president of the club; Chairman F. C. Tobin, Salem Electric Lighting Company; Harry Kingsley, general superintendent of the Salem company; E. R. Dickinson, electrical contractor, Salem; Warren D. King, manager Peabody Lighting depart-

ment; Roger A. Poor, Hygrade Lamp Company, Salem; David A. Woodward, electrical contractor, Danvers; Karl L. Norris, Wetmore-Savage Company, Boston; E. G. Goodwin, manager Marblehead Lighting department; Geo. E. Teel, Salem, treasurer; C. B. Hodgson, manager Beverly Gas & Electric Company, and Cyrus Barnes, general sales manager, Charles H. Tenney & Company, Boston.

"Electrical Homes" Fifteen Times as Effective as Show

That on the basis of dollars expended, Cleveland's "Electrical Home" displays were some fifteen times as effective in carrying the message to the local public as was the recent Cleveland Electrical Show, is the conclusion reached by the Cleveland Electrical League.

In other words, it cost \$2.17 for each person admitted to the electrical show, against an average of only fifteen cents each for the 286,648 visitors to the thirteen electrical homes.

Following are the figures. Note the comparison between costs and results.

	Electrical Show	Electrical Homes
Number.....	1	13
Days open.....	10	330
Visitors.....	38,684	286,648
Revenues and expense according to book records.		
Revenues.....	\$69,626.01	\$6,900.00
Expense.....	48,800.67	28,259.20
Profit.....	20,825.34	
Net cost to League.....		21,359.20
Estimated gross cost to the electrical industry.....	\$104,625.00	\$42,718.40
Average cost per person admitted.....	\$2.17	\$0.149
Net cost to League per person.....		\$0.0745

This unusual comparison should be of special value to local electrical groups contemplating some co-operative activity.

What the Realtors Think of Electric Home Exhibits

In view of the fact that electrical men in certain cities may need concrete evidence to obtain the co-operation of house builders in putting on a Home Electric exhibit, copies of the following letters from Cleveland builders to the Cleveland Electrical League should serve as evidence of what some builders actually got out of the campaign. These builders, as the letters explain, gave the exhibits their hearty support, and were more than satisfied with the results:

Electrical League of Cleveland,
Hotel Statler,
Cleveland, Ohio.

Attention: Mr. J. E. North
Gentlemen:

In reply to your letter of the 14th we wish to advise you that this Company took great pride in building the first and third electrical homes in this City, and there is no question but that we derived considerable benefit from this enterprise.

We succeeded in selling both homes without any difficulty which, of course,

was very pleasing to us, but the greatest amount of good came from the wide publicity that this company received as the builder of these two homes, which were visited by approximately 50,000 people. There is no question but that the company is better known in Cleveland as a result of having erected these homes.

Probably the best way in which we can show that we are entirely satisfied with the results obtained is to state that if the Electrical League of Cleveland contemplates erecting another Electrical Home next year we would appreciate the favor of being chosen as the builder and will do our best to co-operate in securing the best location and most desirable type of architecture so that the full desire of the League will be carried out.

Thanking you for past favors and trusting that we might work together to our mutual benefit in the future, we remain,

THE GUARANTEE BUILDING COMPANY
(Signed) By George M. Oyer
Secretary.

Builder Offers to Pay Entire Expenses of Exhibit

Electric League of Cleveland,
14th Floor Statler,
Cleveland, Ohio.

Attention, Mr. J. E. North

Gentlemen:

After a very extended deliberation and consideration, we have come to the conclusion that the work which the Electrical Industry in this city, under your supervision, has been doing in exhibiting the various electrical homes, can be used by us very advantageously in a commercial way to increase our sales.

You may, or may not be familiar with our methods of doing business—that we build approximately 600 houses a year and are considered very large operators. We have noted thousands of people here attracted to your electric homes and we are convinced that your methods of attracting these people are very advantageous.

You are now conducting what is known as Cleveland's Fourth Electric Home, and we wish to have you advise us after a thorough perusal of this communication whether or not you can arrange at the close of the present home to put on what might be termed, Cleveland's Fifth Electric Home.

We appreciate that the expense of these homes must be quite a burden to an organization of your character. As I have previously said, investigation shows us that you are on the right track, and therefore, in asking you to conduct another electric home we feel that we would be thoroughly justified in paying the total expense of this home, and we only ask you that if we are willing to bear this expense that you will conduct this Fifth home solely as a League proposition: that you will take care of the various demonstrations or lectures and other miscellaneous expenditures which you deem advisable,

and after you have made such expenditures, you will send us a statement and we will be very glad to reimburse you accordingly.

We also know that it will be necessary for us to place the outlets and electrical wiring as you may designate. We have however, in all our homes which we have built this year, through your direction, increased the number of so-called convenience outlets, but should we not have sufficient already laid out in this house, or as I have previously stated, any additional wiring which you may demand, upon advices, we will immediately have our electrician comply with your wishes. I think you will readily grasp our idea, that we much prefer to have an organization of your calibre, who have had the experience, handle this proposition for us, than to endeavor to conduct an exhibition home on our own accord, and we surely appreciate what the endorsement of your organization means to the public.

I hope that you will place this before the necessary committees for their approval and that we may have a favorable reply from you at an early date designating when it will be possible to open such home, and also so that you may get in touch with our chief architect, Mr. Harry Cone, and select the house which you wish to use. In conclusion, wish to advise you that the May Company of this city have expressed their desire to place the furnishings in this home without a charge to either ourselves or the Electric League. The magnitude of this organization convinces us that they will be able to do a very satisfactory job. We have explained to them, however, that such furnishings will be entirely under your supervision, as the writer explained to them this is not a furniture show, but a Modern Electric Home.

Trusting that you will use your efforts in furthering this plan, remain,

THE REPRESENTATIVE REALTY COMPANY
(Signed) C. M. Baxter
Chief Engineer.

P. S. We did not make ourselves clear in the above letter, but wish that you would take care of all the newspaper and other advertising and such publicity as you deem advisable and include this expenditure in your statement to us.

Educational Work Endorsed

Mr. J. E. North,
Electrical League of Cleveland,
Cleveland, Ohio.

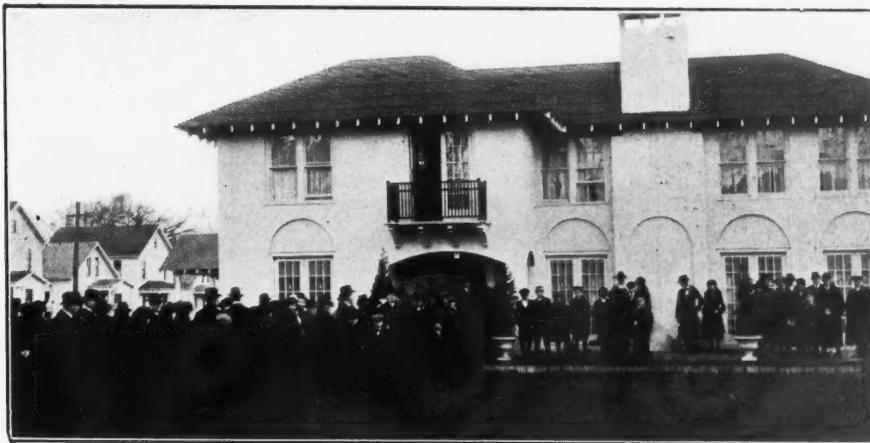
Dear Mr. North:

In answer to your letter of the 14th inst., wish to say that the results we experienced from building the Electrical Home on Lake Ave. have been very good, and came up to our expectations.

We heartily endorse the educational work which has been done by the Electrical League of Cleveland along this line.

PHIL MARQUARD REAL ESTATE & BLDG.,
COMPANY,

Jos. C. Marquard
Secretary.



What Becomes of Exhibition Electrical Homes?

What Use Do Purchasers Make of the Equipment and Appliances After the Houses Are Being Actually "Lived In"? Some Interesting Evidence from the Cleveland Experience

THE attitude of many electrical men regarding "electrical homes" is that when one such exhibit is put on in a community, the job is done. This is a natural enough error. But we should remember Mr. P. T. Barnum's famous dictum—also the story of the two chorus girls who were trying to select a birthday gift for a third syncopated spear-bearer: "Let's get her a book," suggested one; which the other negatived, "No, she has a book."

The fact that a community has had one, or several, electrical homes does not necessarily put a period after the proposition; on the contrary, it is the best reason on earth for having another. If the first was a frost, it should at least have taught lessons to insure the success of the next. If the first, by any dispensation was a success, then that success should be followed up, the good luck crowded hard, and the town made to understand that the electrical home is not a stunt but an institution.

Cleveland has had fifteen electrical homes so far, and three or four are being more or less seriously projected for the coming year. Those already exhibited are today honest-to-Coolidge places of human abode—folks live in 'em, what I mean, and pay taxes and electric light bills.

Especially they pay electric light bills.

The first Cleveland electrical home cost the Electrical League and the Illuminating Company a good deal of money. So did the second. And the third. But the fourth was financed by a local building concern which discovered that here is the finest little scheme in six counties for advertising, exhibiting and selling houses built on speculation. For each of these displays was visited by an average of almost 20,000 people interested in the general proposition of better homes. Think of the harvest for a smart real estater in a crowd like that!

Past the Experimental Stage

Of the fifteen Cleveland electrical homes which have passed into history, six were conducted by the League, two were co-operative affairs run in connection with the local building show, and seven were inaugurated and financed by speculative building concerns operating under League auspices. The four electrical homes under discussion for 1924 are all projects of the builders. The Electrical League, having demonstrated to these builders that this is a mighty effective method of interesting the public, has deftly passed them the buck. And the builders are satisfied.

So the electrical home, in this community at least, is no longer a stunt, it is an institution.

"What becomes of all these good little electrical homes when they die?" is the question I asked of President Jack North of the Cleveland Electrical League. "If you keep on having them at the present rate, the whole town will soon be simply a community of ex-electrical homes. What then? Do they stay electrical, or do they become nothing better than old fashioned minimum-bill homes?"

To answer this question, we dug into the illuminating company's records and secured data on six which have been purchased and occupied by their new owners for a period of eight months or more. Here are the figures:

Home No. 1—Ten rooms. Approximate value, \$37,000. Total bill for twelve months, \$148.70. Average monthly bill, \$12.40. Average monthly consumption, 240 kw.-hr.

Home No. 2—Eight rooms. Approximate value, \$48,000. Total bill for ten months, \$271.25. Average monthly bill, \$27.12. Average monthly consumption, 542 kw.-hr.

Home No. 3—Six rooms. Approximate value, \$16,000. Total bill for nine months, \$24.15. Average monthly bill, \$2.68. Average monthly consumption, 53 kw.-hr.

Home No. 4—Nine rooms. Approximate value, \$43,000. Total bill for

twelve months, \$139.45. Average monthly bill, \$11.62. Average monthly consumption, 232 kw.-hr.

Home No. 5—Six rooms. Approximate value, \$17,000. Total bill for eight months, \$27.70. Average monthly bill, \$3.46. Average monthly consumption, 69 kw.-hr.

Home No. 6—Six rooms. Approximate value, \$16,000. Total bill for eight months, \$44.05. Average monthly bill, \$5.50. Average monthly consumption, 110 kw.-hr.

Now, before we question these figures, it is well to know that the average residence consumption of electricity in Cleveland is approximately 500 kw.-hr. annually. The least of the electrical homes is more than 25 per cent above this average, and the largest is a little matter of 1,300 per cent above the average. But percentages mean very little when the number of cases is so small: we must go to the owners personally and gain our estimates from them. Here is the answer:

Home No. 1—Present equipment: cleaner, washing machine, ironer, 2 flat irons, range, refrigerator, percolator, toaster, waffle iron, fan and victrola motor. The owner considers that a monthly bill of approximately \$15 is "very reasonable considering the service and convenience."

Home No. 2—Present equipment: built-in vacuum system, washing machine, ironer, flat iron, range, refrigerator, toaster, 2 electric logs, radiant heater, curling iron, heating pad, several fans and illuminated house number. Owner did not consider the monthly bill of \$27 particularly high and said, "I would find it very difficult to do without the appliances now that I am so used to them."

Home No. 3—Present equipment: cleaner, washing machine, flat iron, toaster and fan. This owner was not "sold" on the electrical features but was looking for a home when this house was exhibited, and bought because the house itself pleased him. Had all electrical equipment taken out. In this case, the electrical home idea fell flat.

Home No. 4—Present equipment: cleaner, ironer, flat iron, range, refrigerator, percolator, toaster, fan, victrola motor and illuminated house number. Owner thinks bills averaging around \$12.50 are very reasonable, and is altogether enthusiastic over both appliances and convenient wiring. Half apologized for not owning a washing machine, explaining that the laundress would not use one.

Home No. 5—Present equipment: cleaner, washing machine, flat iron, refrigerator, percolator, toaster, and electric piano. Owner prides herself on keeping the electric bills down, using refrigerator only in summer and carefully economizing otherwise. (Note, however, that the bills are more than 50 per cent higher than the average for the city.)

Home No. 6—Present equipment: cleaner, washing machine, flat iron, re-

Courtesy

Treating a customer like a rich uncle, so that you may extract his coin, is not courtesy—that's foresight.

Offering a seat to the man who enters your office is not courtesy—that's duty.

Listening to the grumblings, growlings and groanings of a bore without remonstrating is not courtesy—that's forbearance.

Offering your companion a cigar when you light one yourself is not courtesy—you'd be ill bred if you didn't.

Helping a pretty girl across the street, holding her umbrella, carrying her poodle—none of these is courtesy. The first two are pleasures, and the last is politeness.

Courtesy is doing that which nothing under the sun makes you do but human kindness.

Courtesy springs from the heart; if the mind prompts the action, there is a reason; if there is a reason, it is not *Courtesy*, for *Courtesy* has not reason.

Courtesy is good will; and good will is prompted by a heart full of love to be kind.

frigerator, toaster, grill, chafing dish, 2 fans and illuminated house number. This owner is "100 per cent sold" on the electrical equipment and would have more but that small family does not in her mind justify ironer, dishwasher, etc. Considers her bills to be "ridiculously low" considering the convenience.

From the above personal examination into the ultimate fate of electrical homes, it appears pretty plain that in Cleveland at least, these houses keep right on working for the good cause. Only one of the six investigated proved a flop. The others are owned by people who are enthusiastic, who are not only utilizing an exceptionally large number of appliances and consuming an exceptionally large number of plain and fancy kilowatts, but they are ballyhooing for, demonstrating and selling the electrical idea to their friends.

That is the underlying purpose of the electrical home, and Cleveland is cashing in on it.

"The Sound of a Smile"—A Telephone Smile Reminder

Some day they will have telephotographic attachments to telephones by which the person at the other end of the line will be enabled to see the pleasant expression on the face of the person he is talking to, but in the meantime the voice must carry the entire message of personality and good will. How many

friends have been made—and how many lost in business by the voice at the other end of a telephone! Many a man who would be the soul of courtesy in addressing anyone face to face, shows just a trace of irritation when a telephone call interrupts a train of thought or a business conference.

As a reminder of the value of a smile—and the sound of a smile, the California Oregon Power Company, with headquarters at Medford, Ore., has had made small metal plaques which fit about the mouthpiece of the telephone. These are in the keystone form of the company's trademark and neatly finished in blue enamel. They read, "Say It With a Smile—The California Oregon Power Company—The Other Party Can Only See Your Voice." These little plaques are to be installed on every telephone on the entire system, so that no official or employee of the company can use the telephone without reading the slogan as he speaks. Not only will the effect reach the employees themselves, but the neat little plaques attract the attention of visitors and customers and generally bring a question—and a pleasant reaction.

Always with a Smile

(Continued from page 4149)

Ours is an industry based on service. No matter what the executives may do, this service is measured by the attitude of the man who meets the public. It's the man at the counter—the man who comes in contact with the public, who determines our success in serving our fellow men. Service with a smile—there is a goal worth while.

As a member of the Courteous Service Club you can determine that every outsider who has dealings with you will go away feeling that the electrical industry is the most courteous in the world.

You can meet the public with a smile on your face that will make friends for you and your company—a smile that will prove that yours is a service of which the community may well be proud.

You can cultivate that good-natured disposition which will make you a favorite among your fellow workers.

He is worth more who does something as a private than he who does nothing at the head of an army.

Just so, though your work may seem unimportant, if you do it well and with courtesy it becomes more important than a greater task poorly and discourteously performed.

If you believe in your work, your fellow man and yourself, become a member and do your bit to make the electrical industry the courtesy industry.

"Always with a Smile."

Lessons We Have Learned from Our "Home Electrical" Exhibits

What to Do—and What Not to Do,—When You Decide to Run an Electrical Home,—From the Field Experience of the Staff of the Society for Electrical Development

ARE you planning an Electric Home exhibit this spring? Are you, with other members of the local electrical fraternity, going to give your community at last an opportunity to see for itself what is meant by "complete electrical convenience in the home"?

Before you go ahead with definite arrangements, read carefully the following paragraphs—ideas developed out of the practical experience of the Society for Electrical Development. They contain the most positive "do's" you could want in managing your exhibit. They contain even more positive "don'ts." And

they represent the very grist of the experiences of several hundred Electric Home exhibits as observed at first hand by staff members of the Society.

In the four years that Electric Homes have been exhibited in every part of the country, hundreds of new ideas and methods have been experimented with. The following paragraphs summarize the reasons, not why some exhibits have failed—for not a single exhibit has been a failure—but why some exhibits have been tremendously more successful than others. Read these reasons carefully—if you want your exhibit also to be among the successful.

Organization—and Co-operation DO'S

Exhibit Must Be Co-operative. First, last and always—an Electric Home should be a co-operative activity. One-man shows have been held, and held successfully, in towns where there are no other electrical dealers. But so strong are the convictions of Kenneth McIntyre of the S.E.D. on the need for co-operation, that he believes it is better to have no exhibit at all, rather than to have a one-company exhibit with other electrical firms excluded. In the first place, he says, a co-operative exhibit "goes over" much better with the public as an educational enterprise. And in the second place, the benefits to each participant would be far greater if all combine to make a bigger and better exhibit than one dealer could make it.

Winning Co-operation of Electrical Interests. Co-operation is never really won unless it is given voluntarily. The best way to do this is to call a general meeting of all branches of the local industry and lay the project before them, to be discussed and voted upon. Have figures to show approximately what it will cost each man, and make it clear that each one will be expected to participate personally and actively.

Work Through Committees. Elect a general chairman who has not only the qualities of leadership, but the confidence of all interests. Make him chairman of a Central Committee, consisting of chairmen of the following subcommittees: finance; publicity; building; wiring and illumination; appliance; house; and results.

Organization—and Co-operation DON'TS

Before the First Meeting Is Called. Don't call the first meeting of local electrical interests without first being fortified with definite information and concrete proposals. Much depends on the spirit of this first meeting, and more than one Electric Home inspiration has died in the bud primarily be-

cause the initial gathering broke up with the project still up in the clouds of general discussion. Work out a tentative plan—prepare a tentative budget—and present these at the meeting.

Who's to "Run" the Affair? Don't let circumstances permit the "running" of the affair to devolve upon a small group or a single man. A better spirit is developed if it is made clear that every man is expected to take an active part. They'll be glad to do so, if given half a chance.

Financing an Electric Home DO'S

Run It Like Any Business Enterprise. Managing the Electric Home like any other business proposition is the only way to insure its financial success. And the cardinal points of such management are: first, plan the campaign; second, estimate the cost; and third, maintain a firm control on expenditures to keep them uncompromisingly within the estimate.

Estimating the Cost. Estimates of the cost should include the following items: newspaper advertising, street car cards and signs, stickers and window cards, erecting signs, invitations, director's salary, attendants' salary, cleaning, legal, wiring, prizes, daily notices, booklets, auto signs, road cards, flood lighting, contests, stenographer, stationery, postage, groceries, entertaining and incidentals.

Control Appropriations and Expenditures. Stern experience has taught the lesson that the only possible way to keep within the original estimate is to have it thoroughly understood that no obligations whatsoever are to be undertaken without the consent of the finance committee. The finance com-

Shrubs Conceal Reflectors for Floodlighting Boston Home Electric



Floodlighting a "Home Electric," so that the whole town knows and speaks of it as "the house that's lighted at night," is one of the most effective ways of advertising the exhibit. To be successful, however, the job must be as carefully planned as are the lighting effects of any stage setting.

As shown in the photograph above, the huge projectors were made as inconspicuous as possible by concealing them behind small clumps of shrubbery, planted at intervals around the house. As a result, the house was brilliantly lighted from every angle, without glare to passers-by or visitors.

mittee must control not only the expenditures, but all appropriations too.

Raising the Money. The most satisfactory method so far found has been to get contributions only from the three branches of the local electrical industry and from the owner or builder. Assign a definite amount to each participant, rather than leaving it to his discretion. The following proportions have been found a good guide: central station contribution, 40 per cent; manufacturers and jobbers, 24 per cent; contractor-dealers, 16 per cent; and owner, 20 per cent.

Financing an Electric Home DON'TS

Beware of Deficits! Avoid a deficit as you would the measles! A deficit usually means mismanagement somewhere, and even if it can be met easily, it mars the completeness of the satisfaction which those who worked hardest for the success of the Home are entitled to feel. Moreover, mismanagement in this one instance may easily give co-operative work generally, however undeservedly, a black eye.

Don't Go Into the Real Estate Business. Don't buy real estate or go into the real estate business, in order to have a house to exhibit. This method brings in too many extraneous issues—get a builder to supply the house, pay his share of the expenses, and shoulder the risk of selling the house.

No Money from Building Trades. Don't try to raise money from the various building trades who have a part in the actual building of the house. Experience has shown that this brings demands on their part for extensive publicity, all of which detracts from the primary purpose of a purely electrical exhibit.

Showing the Householder How His Present Home Can Be Re-wired



An old house, re-wired and modernized with complete electrical equipment, was the interesting Home Electric exhibit staged this fall in Providence, R. I., by the Rhode Island Electrical League. The exhibit was planned especially for present home-owners, to show them how easily their homes can

Obtaining and Furnishing the Home

DO'S

Suit the House to the Purpose. The size and character of the house will be definitely decided by the purpose of the exhibit. If the purpose is to show the average family what electrical conveniences can mean in the average home, select a moderate-sized house (from \$12,000 to \$15,000) and furnish it in keeping with that standard. If the purpose is to show an old house re-wired and electrified, select a substantial house about twenty years old. In any case, if a continuous stream of visitors is expected, never select a house with rooms too small to accommodate groups of visitors in comfort.

The Builder's Share. Come to a definite agreement (preferably written) with the builder, covering the responsibilities of both parties. Usually, the builder agrees to pay the cost of a complete and approved wiring job and a share in the advertising costs—his compensation being the advertising value of the exhibit and the stimulation to building.

Make It Easy to Reach. Be sure the Home is easily accessible—near a good automobile road as well as trolley lines. The first glimpse of the Home should be pleasing to visitors. Plant shrubs around it, if necessary. To the visitor who has made a long, tiresome trip, perhaps, to see the Home, it is disappointing, to say the least, to come upon a barn-like structure set in the tree-less desert of a new "development".

Plan for Easy Routing of Visitors. Make an early, preliminary survey of the house, with a view to planning the routing of visitors so that they may make one continuous trip without doubling on their tracks. If this is done early enough, it may

be possible to make certain minor changes in the placing of doors, to facilitate the line of march.

A Well-decorated, Well-furnished House. Furnishings and decorations should, of course, all be according to approved standards. Have everything, if possible, supplied by one furniture house, which will delegate an experienced decorator to see that an artistic and harmonious plan is carried out for the house as a whole. If this is impossible, have two or three houses supply the furniture and decorations, but see that they work together to produce harmonious results.

Wired Furniture a Practical Novelty. Since wired furniture is now an accepted convenience for the electrical home, a tea wagon, dining table, kitchen cabinet, bed and dressing table may all be shown wired for electricity. Their advantages, however, should be carefully pointed out to visitors, especially the fact that they can be plugged into any outlet in any room.

Real Food! The story of the electric refrigerator will be told most effectively if real food—milk, butter, lettuce—is kept in it from the beginning of the exhibit to the end.

On the Stairs. Put rubber pads on the stairs, to deaden the sound of tramping feet.

Ironing Comfort. Have a bench placed in front of the electric ironer, to complete the picture of ironing comfort.

Obtaining and Furnishing the Home

DON'TS

When You Interview the Builder. The project of an Electric Home exhibit is one of the luckiest things that could happen to a local building industry—so do not let your genial building contractor blarney you into thinking that he is conferring a tremendous favor in permitting one of his houses to be used for the exhibit! The favor, if any, is all on the other side. Do not, therefore, grant unnecessary concessions, but insist that the builder bear his fair share of the campaign expenses.

Don't Overlook the Basement. Don't let the builder treat the basement as the neglected stepchild of the house. Remember, the possibility of rejuvenating the basement—of practically adding another usable floor to the house—is another big talking point for electricity and electric lights and electrically controlled furnaces. Walls and ceiling should be nicely finished, and the entire basement well-lighted with shaded lamps.

Routing Visitors. Do not adhere rigidly to what you may consider a logical order for the rooms to be visited—for example, living room, dining room, kitchen—if the result is inconvenience in passing from one room to another. In this particular instance, the easiest way is the best way.

"It's Not an Exhibit—It's a Home!" Don't let the house take on the aspect merely of an exhibit—at least, as far as one can prevent it. Do not, for example, have unsightly tape tacked across chairs, or carpets covered, or the house loaded up with signs and placards. Reasonable wear and tear on rugs and furniture is to be expected, and must be considered by the furniture man as part of his campaign expenses.

Don't Set the Table. It is unnecessary and rather risky to keep the dining table set with china, linen and silver throughout the period of the exhibit. The breakfast nook table, however, may be set with inexpensive crockery.

be re-wired and how greatly home life can be transformed by the electrifying of the more irksome household tasks. This was the second Home Electrical exhibited in Providence. Note, in the picture above, how all "convenience outlets" were indicated by arrows pasted on the walls.

Wiring, Lighting and Electrical Equipment

DO'S

Who Shall Do the Wiring? The experience of four years of Electric Homes has shown that, in most instances, it is best for the wiring committee to select, by vote, a reliable contracting firm to do the wiring.

Of Course, a Model Installation. The wiring installation, of course, should be model in every respect, with a view to showing the maximum in electrical convenience. Convenience outlets should be located so as to serve in each case a definite amount of space without too long a cord, and with due regard for the positions of doors, radiators and windows. Some outlets, for convenience, should be waist-high.

This is a Convenience Outlet. Red arrows on the wall pointing to the outlets and labeled "This is a convenience outlet," are a real help to those visitors—and there's a surprising number of them—who still think an outlet is a door or a stairway.

The Distributing Panel. So that a brief talk can satisfactorily be given about the importance of the distributing panel, locate this in the basement or some other place off by itself where it would be easy to give this talk.

Vacuum Cleaner and Ironing Board Closets. Women visitors will approvingly inspect a vacuum cleaner closet, with electric outlet, for storing the cleaner; and an ironing board recess or closet in the kitchen, complete with outlet and ruby-colored light.

Starting the Percolator from Upstairs. Novelties always appeal—but limit yours to the practical ones! For example, show how a switch upstairs, near the bed, can start the percolator perking downstairs in the morning.

Lighting Fixtures Should Harmonize. To insure harmony between the lighting fixtures and the other furniture, let the decorator from the furniture house work together with the men supplying the fixtures. Nowadays, too, even the switch-plates may be tinted and decorated to match the fixtures and general decorative scheme.

Showing the Lighting to Daytime Visitors. Visitors who come in the afternoon often miss one of the most beautiful features of the Home—the lighting. A simple remedy is to draw down the dark window-shades for a few moments for each group of visitors and switch on the lights.

Selecting the Appliances. Of the many methods tried for the selecting of the appliances, the following is probably most satisfactory: Draw lots for all the smaller appliances, and let these stay in the Home throughout the entire period of the exhibit. But rotate the larger devices, such as the washer, ironer and range. That is, change the devices at definite intervals, giving all makes equal periods to be exhibited.

Wiring, Lighting and Electrical Equipment

DON'TS

When the Wiring Contractor Is Chosen. The wiring contractor selected to wire the Electric Home should not be permitted to advertise that he is doing the work, as this would be unfair to others. A successful exhibit is bound to advertise all local wiring contractors and give all a chance to profit equally.

Safety in the Service Box. Do not show a service box with exposed knife switches. Enclose fuses in a safe steel box so that no live parts are exposed.

Fixtures Are for Light. Don't select the lighting fixtures with consideration only for their design and appearance—a fault only too common today, after long neglect of all but the utilitarian. The purpose of lighting fixtures is to light.

Save Visitors' Eyes. Another common fault, even in Electric Home exhibits, is to neglect to shade frosted-bulb candle fixtures. Not only do these glaring spots of light set one's nerves aching, but they ruin the decorative effects of all the other elements in the room.

No Name-Plates. To preserve the non-advertising character of the exhibit, and to

How the "Breakfast Switch" Is Featured by a Philadelphia Builder



In all my new homes, from \$6750 to \$50,000, I will so electrify the house that merely by pressing a button in your bedroom you can start your breakfast in the kitchen. By the time you are dressed your oatmeal will be cooked, the water boiling for your eggs, and your coffee ready. Not only a convenience and a time-saver, but an innovation that will still further enhance the value of the always up-to-date McClatchy homes.

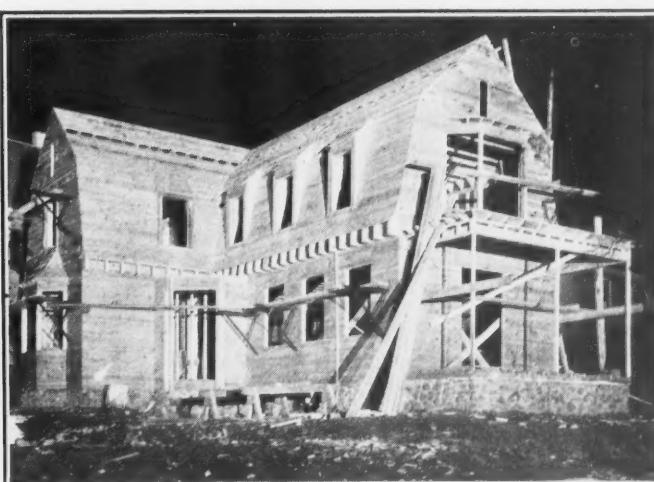
JOHN H. MCCLATCHY
Builder of Homes
848 Land Title Building

There's one electric time-saver which every good Philadelphian wants to see installed in his own home today, as a result of the Philadelphia Home Electric exhibit—and that is the bedroom switch which starts the breakfast cooking while one is still dressing. This was one of the features of the exhibit, and the Philadelphia builder, John H. McClatchy, thought so well of it that he now advertises, as above. "In all my new homes, from \$6,750 to \$50,000, I will so electrify the house that merely by pressing a button in your bedroom you can start your breakfast in the kitchen."

insure fairness, do not permit any appliance to show a name-plate or trademark. If it cannot be removed, it can be neatly covered with adhesive surgical tape.

Don't Overload the House. Don't overload the house with appliances, or the very purpose of the exhibit will be defeated. Only one appliance of each kind should be shown, with the exceptions of radiant heaters, fans and the vacuum cleaner.

Turning the Spotlight on the House Electrical While Under Construction



Within a few days after ground was broken for the "Home Electrical" to be opened next spring by the Electrical League of Worcester County, Mass., the site was flood-lighted and an illuminated billboard erected to tell the passing public about the development. Two 500-watt floodlights placed behind the billboard illuminate the house under construction, the night view above

having been taken by this lighting. The billboard is 6 ft. by 8 ft., and is equipped with two lamps with suitable reflectors. A smaller board will shortly be placed near the house carrying the names of the general contractor, architect and subcontractors.

The officers of the League are: president, Geo. M. Hardy, general superintendent,

Worcester Electric Light Company; vice-president, E. M. Fay, electrical supply jobber, Worcester; secretary, J. W. Coglin, and treasurer, P. V. Latour, electrical contractor-dealers, Worcester. The executive committee includes E. M. Fay, O. R. Underhill, Frank Ham, W. D. Kendall and F. O. Howard, of Worcester. The attempt is made to make the home a "community project."

The Important Subject of Publicity DO'S

Try All the Forms of It. Since the attendance at the Electric Home will depend on the publicity it receives, try to do as much as possible of all the forms of advertising: newspaper ads, street car signs, stickers, billboards and electric signs, booklets, auto signs, street lighting, floor lighting, window cards or strips, special invitations, direct-by-mail, street signs—and publicity stunts.

Have an Opening Ceremony. Make an impressive ceremony of the official opening of the exhibit. Have the Mayor, or some visiting celebrity, or a movie queen, open the door with a golden key. (Incidentally, exhibit the key a week in advance in the local jeweler's window).

Announce It By Radio. Broadcast daily radio announcements of the exhibit.

Reminder Arrows. Small arrows displayed on the streets all over town serve as reminders to visit the Electric Home. Metal arrows suitable for this purpose may be obtained from the Society for Electrical Development.

One Way to Save. Incidentally, considerable expense in advertising may be saved by using the special newspaper mats which the Society for Electrical Development has designed and will supply for the purpose.

The Important Subject of Publicity DON'TS

The Special Newspaper Electrical Section. On the whole, it is best not to encourage special newspaper electrical sections which would depend on advertising from electrical dealers who have never been and probably will not become regular advertisers. Merely to make a tremendous splash, the newspapers themselves doubtless go out and induce many dealers who do not advertise, to get into the "section." Naturally, these firms are dissatisfied with results and blame advertising generally. By far the best plan is to have the Electric Home advertising on a straight co-operative basis.

As for Booklets. Do not bury the Home in a cloud of manufacturers' booklets! For one thing, they clutter up the place; and for another, they detract from the non-commercial aspect of the exhibit. The best plan is to pass out to each visitor leaving the Home a

special booklet which shall serve to remind him of the primary purpose of the exhibit—the need for adequate electric wiring and equipment in his own home.

Some Suggestions for House Management

DO'S

How Long Shall It Be Open? Two weeks has been found a good average period for keeping the Home open, particularly if the house staff is a volunteer force—they are pretty well fagged out after a fortnight.

Organization of House Staff. Details of organization of the house staff, of course, must all be worked out beforehand—such as the appointment of a supervisor for each day of the exhibit, and of an attendant for each room; schedules and shifts for attendants; and handling of visitors.

Handle Visitors in Groups. Visitors are now handled in groups in all of the most successful Electric Home exhibits, and passed from room to room by means of a buzzer system.

Telling the Story. The importance of having the electrical story told properly cannot be over-emphasized. It must be continuous, connected, and carefully prepared. The attendant in each room should be given an outline for the talk in that room, printed on a card, and should be checked from time to time, to prevent mis-statements.

Remember the Motorist. Provide a parking space for automobiles, and floodlight it at night. Erect an awning from the door to the sidewalk to shelter the line of visitors in rainy weather. And keep them from getting impatient by distributing leaflets to them, explaining the purpose of the exhibit.

Some Suggestions for House Management

DON'TS

First and Foremost. Don't open the Home to the public before it is finished. If the first visitors are favorably impressed, you've already won the battle. Don't be content with "Oh, we'll have everything in order after two or three days." Let every curtain be in place, straighten every wall-bracket shade—if you stay up for three nights before to do it. First impressions count.

Don't Let Others Run It. Don't let outside interests run the Home. They'll be

only too glad to do so, once the affair is under way—but keep it an electrical exhibit purely. Do not permit representatives of furniture concerns to distribute literature.

A Concert May Prove an Attraction, But. Do not have continuous concerts on the electric piano, electric phonograph, or radio. They may add to the general gaiety, but they also create an atmosphere of excitement and confusion.

Talks That Are Read. Attendants in the various rooms should not read their talks, and should be encouraged to vary them a bit each time, to prevent a cut-and-dried delivery.

Demonstrate—Sometimes. Do not actually demonstrate the appliances, if the crowds are large. Devices should be shown in position, but not operated.

"Following-Up"

DON'TS

Continue to Co-operate! One of the most striking results of Electric Home exhibits has been the bringing about of permanent co-operation of the local electrical industry where such co-operation had not existed before. Other co-operative activities have straightway been planned and carried out.

For Architects and Builders. The electrical organization should consistently circularize architects, builders, and those taking out building permits.

And, Of Course— Every electrical man who participated in the exhibit should straightway go out and sell the idea of "making your own home an electric home"—using a selected prospect list.

"Following-Up"

DON'TS

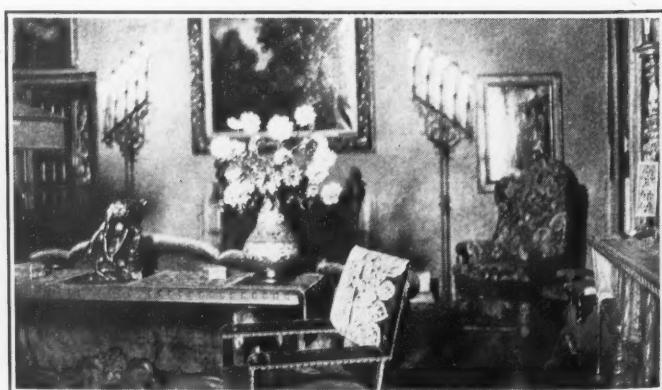
Don't Lower the Flag! Probably the best way of all to follow-up the Home Electric exhibit is to refrain rigidly from lowering the standards preached at the exhibit. And that is why continued co-operation is necessary.

About Registering Visitors. On the whole, experience has proved that it is best not to register visitors for follow-up work, where the exhibit is co-operative. Not only is this a time-consuming and expensive undertaking, but the problem of equitably dividing these names among the co-operating contractor-dealers has proved difficult to adjust to the satisfaction of all.

California Exhibits Inspire Growing Demand for Wiring Installation As Work of Art



Electrical equipment as a work of art instead of a mere "wiring job," is proving one of the significant results of the series of Electric Home exhibits in California. For example, there is the home of Otto Meek near Pasadena, shown above. Electricity is so skillfully employed in this



home that one feels its influence without realizing its presence. Every fitting is located precisely in the spot that one would touch instinctively when service is desired. Lighting has received particular attention. China closets, kitchen cabinet, shelves, drawers and bins are each

equipped with a lamp which eliminates shadows. The electrical men who follow up their Electric Home exhibits by fulfilling in this way their customers' newly awakened demand for "artistic" electrical work are doing the best follow-up work possible.

Where to Find Good Salesmen and How to Help Them Succeed

New Book on Sales Management Contains Many Success Secrets on Ways to Build Up a Winning Sales Force

A NEW BOOK entitled "The Handbook of Sales Management," by S. Roland Hall, has just been published by the McGraw-Hill Book Company (370 Seventh Avenue, New York City, publishers of business books for *Electrical Merchandising*), which is full of valuable suggestions for electrical selling men. It describes in detail the experiences of many successful concerns in finding and keeping good salesmen, how to train them to sell both inside and outside the store, with descriptions of the best methods of compensation.

Clifford M. Cubbison, at one time sales manager for a company that employed 2,600 house-to-house salesmen, gives some interesting facts about the methods he used in employing, training and directing this staff.

"Instead of using advertisements to attract desirable recruits, Mr. Cubbison went to local doctors and ministers and asked them for the names of reliable and industrious young men. He also used men already employed as another reliable source of information. Usually every good salesman has one or two acquaintances who are good possibilities.

Looks for Personality

"Mr. Cubbison, like many other employers, followed the plan of trying out the applicant with a little discouragement at the outset of the interview. He would make some such remark as 'I doubt very much if you would ever make a salesman.' If the man made a spunky reply, Cubbison was inclined to give him a chance, provided his other qualities seemed to be right. Cubbison placed great stress on good-nature, optimism, personal cleanliness and courtesy. One of his characteristic bits of advice to salesmen was 'Kiss your wife good by—wipe your feet—and like everybody.' He emphasized courage, persistence and good humor,

arguing that the salesman's personality meant more sales than the merit of any goods he might be handling. He advised smiling, even when the order failed to come; told his men that when the customer said 'I am going to quit buying from you' some such answer should be given as 'I am not going to let you.'

Avoid the Words "Contract" and "Agreement"

"All good house-to-house salesmen avoid such words as 'contract,' 'agreement,' etc., because married women are commonly warned by their husbands not to sign anything that will bind them. A request for the woman's visiting card, or if that is not available, the suggestion that she write her name and address on a piece of paper offered by the salesman, will avoid complications in getting a signature—that is, unless a formal contract is really essential. If so, the signing of it may be treated as a mere clerical detail."

Dealers in electrical merchandise will readily see wherein the methods described may be applied to selling appliances. The fundamental principles of salesmanship are the same whether a man has books to sell or washing machines.

Alfred C. Fuller, president of the Fuller Brush Company, believes in house-to-house selling, and has built up a very large organization comprising nearly 4,000 salesmen. Mr. Fuller does not believe in selling his goods through retail stores. Fuller salesmen call upon the woman in her home. After a sale is made the salesman himself returns a week later and personally delivers the brushes ordered. If the woman attempts to change her mind, the salesman is there to sell her all over again. The plan of having the salesmen deliver works out successfully.

"Ten years ago Mr. Fuller tried the plan of taking college students as salesmen during their summer

vacations. The first corps of 85 students proved so satisfactory as Fuller representatives that the next year several hundred were employed, with a gradual increase from year to year, as conditions demand. Many of these students secure permanent positions with the organization after their college courses are over, so well pleased are they with the work.

"All Fuller field representatives—both branch managers and salesmen—are compensated on a strictly commission basis, but the man who does his work well is sure to be promoted. The commission earned by new salesmen is about \$30 a week, while those who have become expert make from \$50 to \$100 a week.

"Each salesman is expected to make approximately 15 demonstrations every working day. This means more than 15 calls a day, for the salesman will not be lucky enough to make a demonstration in every home at which he calls. It is estimated that a sale is made for every two demonstrations.

"The brushes are not paid for at the time the order is taken but when delivery is made a week or so later. The company figures that this tends to promote the salesman's confidence in himself and the company's reputation for reliability, while at the same time providing the personal contact with the householder, which is such an important factor in the marketing of Fuller brushes."

To Make Sales—Make Calls

The value of making a great many calls in house-to-house selling is well illustrated by an experience of the Remington Typewriter Company.

John M. Bruce devised and installed a task-and-bonus system for paying the salesman. He gives an amusing illustration of how the plan worked out. He saw the first trouble was that the salesmen did not call on enough prospective customers, so he introduced the plan of paying 10

cents for each call on a new prospective customer when the call was properly reported, subject, of course, to check and inspection.

"One salesman in Louisville who on account of his meager sales had been 'hanging on by his eyebrows' for six months saw in this payment for calls a chance to earn a good deal more than he had been getting as his single drawing account. He started out and actually called on 80 people a day, going to the top of each office building in his city and working down, office by office, and keeping at it until he had made \$8 each day. He was not a good salesman, but he did make the calls and he did talk Remington typewriters in 80 offices each day. He sold only one typewriter the first week. The payment for calls added to the payment for that sale made it prohibitively expensive—as was pointed out by the accounting department.

"Mr. Bruce, however, insisted that as the calls were being made the results would come—and they did. People on whom the man had called began telephoning and asking to have him sent back, as they really wanted a typewriter; and the volume of sales began mounting. And they were straight cash sales, not exchanges of old machines for new. That salesman sold 35 machines in the first month and has been one of the leaders ever since.

"Mr. Bruce's theory is that as no one can catch a disease without being exposed to it, the oftener a salesman exposes himself to a sale, the oftener he will 'catch' the sale."

Enumerates Different Ways to Pay Salesmen

On methods of paying salesmen Mr. Hall's book contains much that will assist the retail merchant to improve his present method or inaugurate a new one. The various methods described include straight salary; straight commission; salary plus commission; salary combined with bonus; commission combined with bonus; task and bonus system (such as the Remington Typewriter Co. plan of paying ten cents a call); drawing account, based on gross sales, profits or bonus earnings; the point system, based on an elaboration of the simple task plan.

George Landis Wilson suggests an interesting plan for paying outside sales people, as follows:

1. For mere presence on the job, a nominal salary at a uniform rate for every man,

young or old, new or seasoned; say \$20 or \$30 a week.

Then, he suggests bonuses for current performances, according to the following schedule:

2. For each day actually out in the territory, \$1.
3. For each card report of call promptly turned in, 10 cents.
4. For each order personally taken, any size, any line; say 50 cents.
5. For each new-customer order personally taken—any size, any line—\$1.

Further, as a bonus for annual sales in territory assigned—direct or indirect—as related to established quotas by products, which rate might vary for different lines, if margin of profit or sales resistance were radically different, Mr. Wilson suggests the following:

6. On each line as soon as some amount—say 60 or 80 per cent of quota therein is reached—a bonus of 1 per cent.
7. When 100 per cent of quota on any line has been reached, a bonus of $1\frac{1}{2}$ per cent.
8. When 100 per cent of quota on all lines has been reached, a bonus of $1\frac{1}{2}$ per cent.

Carrying the thought still further, the following one aspect of merit systems—such as used by railroads—set up a conditional credit or perhaps 200 points as a basis for recognizing carefulness, loyalty and industry. Against this, charge demerits by points, as follows:

9. Violations of instructions, charge 1 to 10 points.
10. Wrong routings, charge 1 to 3 points.
11. Bad contracts, charge 5 to 50 points.
12. Incorrect instructions on order, charge 2 to 20 points.
13. Bonus for each point remaining at end of year, \$1.

Know When to Stop Showing Merchandise

"'Know your goods thoroughly and show them patiently and enthusiastically' is a good working slogan. But there comes a time when enough showing has been done, when more showing will only confuse or perplex. The prospective buyer is then nearing a decision and often really wants someone to help him," says Mr. Hall.

"Let's say it is a hat sale. The customer has narrowed down to two hats that he likes.

"'Which one do you like the better on me?' he asks, concerned as much as a woman about making the proper selection.

"'Try both again,' says the salesman, and he views both critically. 'You could wear either, but I think this one is a wee bit better for a man of your height.' And the customer is actually grateful to have a confirmation of his own thought that maybe one of the hats was slightly better for him than the other.

"Of course you are thinking that the procedure will vary with different types of customers. Certainly. That

is the interesting thing about the selling of goods—the wonderful variety of human nature. Just the same, you are working toward supersalesmanship when, by skillful showing of goods and the tactful revealing of facts, you present information that enables customers to form their own conclusions."

Expert Salesman Knows How to "Clinch the Sale"

On "clinching the sale," Mr. Hall emphasizes the importance of combining firmness with courtesy, and illustrates his point by the following story:

"I'll give you an example out of my own experience. I wanted a new golf club of a certain type, and I happened to be talking with a golf instructor who keeps a small stock of clubs. I hadn't planned to buy a club from him, not believing he could offer the assortment and prices of the large sporting-goods stores. But he was very courteous and helpful in his advice. He took, from another man's outfit, a club of the kind that I had in mind and demonstrated it. Then he had me try the club. Mark the value of demonstration, please, and the fact that he induced me to do my own demonstrating finally.

"I liked the club very well. 'Have you any of these on hand?' I asked.

"No, he hadn't, but he had a dozen on order and expected them probably the following week. He would like to furnish me one. Right here I did what thousands of prospective customers do. I thanked him and said I would try to drop in later when the clubs came, at the same time thinking, away back in my mind, that I would visit a sporting-goods store and see what could be had there. Nine out of ten salesmen would have dropped the subject at that point, thinking there would be nothing else to do—for the stock the customer wanted wasn't in hand. But this golf instructor was the tenth salesman, if you please. He said very persuasively: 'I'll be glad to put one of those clubs aside for you, Mr. Hall.' And he clinched the sale, notwithstanding that I preferred to have the club at once. He exercised his resourcefulness—make it easier for me to buy than not to buy."

Space will not permit further references to Mr. Hall's book. It contains 950 pages, with a comprehensive index that makes it valuable as a handy guide to have in the store for consultation on all phases of selling.

Electrical Merchandising

The Business Magazine of the Electrical Trade

believes that:

A HIGHER scale of compensation should be available for electrical inspectors and inspection officials, comparable with the knowledge and faithfulness requisite to the important work they perform.

No more responsible positions can be imagined in the whole electrical field than those of the inspection departments. For the important work which they have to do they should be better paid. This is a problem with which electrical men should vigorously concern themselves, each in his own community—to help get recognition for electrical inspectors, and to attract into this work the most capable and broadminded men who can be obtained.

"When You Say That,—Smile!"

THE Bible has a proverb to the effect that "He who giveth gladly giveth twice, but he who giveth with a grudging heart taketh away." Friendly courtesy is the major element upon which all service is built.

The importance of the cheerful countenance and the pleasant word in cementing good will is the basis of a campaign which has been launched by the Pacific Coast Electrical Association and in which they hope to enroll every member of the electrical industry in that district. Buttons, slogans and speech making are all a part of the program. It is an example worth following in other parts of the country. "The Virginian" gave good advice when he counselled "When you say that—smile!"

Why Knowledge of Turnover Spreads So Slowly

DESPITE all the emphasis that has been laid on the necessity for a knowledge of the rate of stock turn, there is still a great multitude of electrical dealers who know little or nothing about turnover and an even greater multitude that do not know how to figure turnover. And if dealers who make a practice of watching their turnover month by month were counted, the number would perhaps be discouraging.

Why is this so? Have the folks who have talked and preached turnover all these years made some serious mistake somewhere? Is there something about the subject itself that is beyond the grasp of the average electrical retailer? We think not. The mistake has not been one of commission but rather one of omission.

Two conditions are necessary, or must exist, before turnover can be figured out in any business. There must be a satisfactory accounting system established in the business. That is the first essential. And the second is like unto it. Stock records must be maintained.

And right there is where the propaganda for a better knowledge of turnover has unfortunately been short-sighted. Contractors and dealers have a standard accounting system available and at work. But no one has yet produced a simplified stockkeeping system for uniform adoption. When this is done, when stocks are "kept," it will be possible for a dealer to know at all

times just what his stock on hand actually is, and that knowledge is one of the essential factors in figuring the rate of turnover. As it is now the average dealer knows his stock only when he takes inventory, or about once a year. Who will supply this missing link, a uniform stockkeeping system?

Doing Foreign Business Right at Home

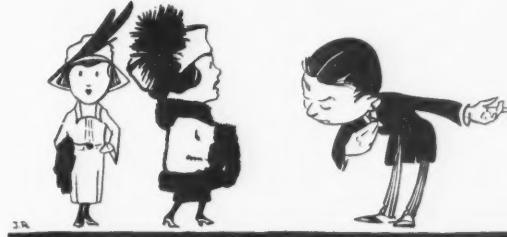
NINE merchants out of ten are within selling distance of a foreign settlement. Groups of aliens exist in every American city and town. They cling to their native language, cling to their Old World customs, and they seem tenaciously to cling to hand equipment and brute strength methods of housekeeping.

Yet these foreigners can be sold—are being sold—the advantages of the electric life. They are thrifty and have the price. They have a hankering for progress. All that's required is that we go 50/50 with them in the matter of making ourselves understood.

Which is the secret of all foreign business—whether we do that foreign business at retail with the little community of Americanized Italians across the tracks, or at wholesale with the 4,500,000 electrically-served native Italians across the ocean.

Meet them half way; learn to think their way and teach them to think yours; try to understand them and try to make them understand you. You'll find that the foreigner will come about as far as you will go.

And he's a good customer, once you win his confidence.



Put Your Best Man in the Electrical Home

THE success of any Home Electric exhibition is dependent in large measure upon the expert knowledge and the tact which is displayed by the attendant who meets the public and conducts them about the display. This matter in the past has not always been taken very seriously. It is recognized as necessary that there be an attendant to answer questions and to see to it that the visitors do no damage, but this duty has too often been shifted to "the man lower down," whose services could readily be dispensed with in the shop. The proprietor or general manager was too busy with other affairs to be able to take the time off.

There is nothing which can be more important than to create the right impression in the minds of the visitors to such a demonstration. Experience has shown that even the smallest town will furnish an attendance of several hundred people and in the larger cities this will run to many thousands. These visitors come out of an interest in the application of electricity to household needs and offer the best of material for intensive educational work. Usually considerable money is invested in such an enterprise—it is worth while making a little effort to get the most out of the results.

Reports from All Sections of the Country

Community Carnival Displays Model Electrical Home

As a feature of the annual two-weeks' carnival held in Alhambra, Cal., a group of leading contractors of the city united recently in putting on a complete model home for the duration of the festival. The house was not a lightly constructed framework, but a well-built bungalow, as finished as though it were to be occupied permanently. It stood apart from the other exhibits, and was rendered attractive by a lawn and garden with flowers, a fountain and benches.

The building was not advertised as an "electrical home," but rather as a Model Home, involving the latest in all lines of modern comfort. As a matter of fact, it was completely electrified throughout, from convenience outlets and modern switches and fuse panel to electrical appliances in the kitchen and laundry. The very fact that the home was not labeled an electrical exhibit suggested as a matter of course how electricity was regarded as an essential to modern convenience. It gave the stamp of support of the entire building industry, as it were, to an idea which had hitherto been sponsored mainly by the electrical group.

In spite of its spectacular success, 25,000 visitors having been recorded the first week—the exhibit was not particularly expensive. Each contractor stood for the expenses of his share in the construction work, the total in no one case being greater than would have been the cost of an individual booth if each firm had entered its exhibit separately.

Denver Home Electric Features "Modest Costs, Modern Comforts"

Denver's second official electrical home, which recently had a ten-day showing, was inspected by 9,000 persons at a cost to the Electrical Cooperative League of that city of less than 12 cents a visitor.

Contrary to the plan followed when the League's first home was shown a year before, the expense of the construction was borne by a building and investment company, inasmuch as the home was built for a private family and was not offered for sale following the exhibition. The electrical appliances were provided by jobber and dealer members of the League, as a result of appliance drawings.

The Home Electric was advertised

consistently as a modest home, in order to combat the idea that only the wealthier families could afford electrical conveniences and complete wiring. "A modest bungalow that people of average means can afford!" was the keynote of the advertising, and "Modest costs, modern comforts!"—"A bungalow full of convenience," and "An education to see just what ease and beauty adequate electric wiring and equipment can put into a modest home." Copies of "My Own Electric Home," obtained from the Society for Electrical Development, were distributed to visitors.

How to Distribute Folders to Visitors

Instead of distributing circulars and folders to visitors in the usual haphazard way—a way that necessitates a thorough cleaning-up of the house every morning—the exhibitors of the recent "Home Beautiful-Electrical" in White Plains, N. Y., had the circulars neatly sorted and put in envelopes, each envelope containing samples of all the circulars. The envelopes were then stacked near the door and distributed to outgoing visitors.

On the outside of the envelope was the following paragraph:

"To Our Visitors—This envelope contains literature on the different products and equipment used in the construction of the Home Beautiful, the model demonstration house. Visitors are invited to consult us for further information regarding the material and equipment used, cost of same, or other details of construction. This service is offered free of any obligation of any kind. Those contemplating the purchase of a lot, house or farm in any section of Westchester County are requested to fill in the coupon on the opposite side. Lists of reliable builders or contractors in any line, or supply dealers, will be furnished on request."

Memphis Exhibit This Month

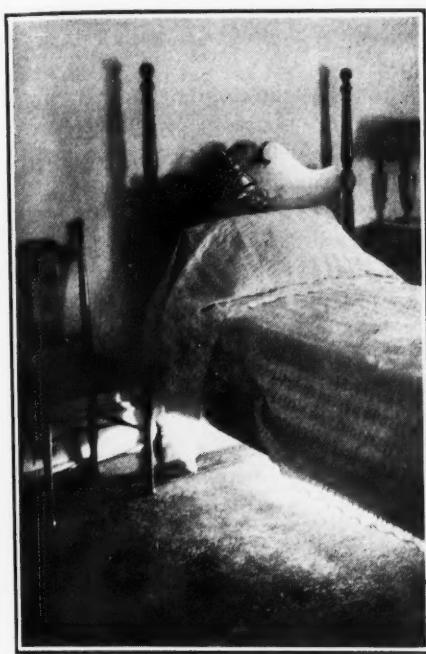
Memphis, Tenn., is having an Electric Home exhibit the first ten days of March, under the auspices of the Memphis Electric League. The house selected for the exhibit was a new one, just being completed in a new residential district of the city, and from 20,000 to 25,000 visitors are expected.



"Modest Costs, Modern Comforts" was the keynote of the second Home Electric recently exhibited in Denver. The home was easily within the means of the average householder—which accounts for the interest shown by the 9,000 visitors who passed through it in ten days. The cost was less than 12 cents a visitor.

Country Show Interest in "Electrical Homes"

Feature "The Light Under the Bed" in Your Next Home Electric!



There's too much good space going to waste under the average bed, said some furniture manufacturer—so he has designed a linen box which slides in and out and puts this idle space to work. But electrical men can offer a better idea than this in "the light under the bed"—the light that enables one to move about in a darkened room without disturbing other sleepers—to soothe a fretting baby, find some medicine, or attend to the children. The light is controlled, of course, by a switch in the bed itself. The convenience and novelty of the idea appeal mightily to householders, as was proved in the recent Philadelphia Home Electric, where it was featured.

The "Permanent Electrical Home" Exhibit

Home electrical exhibits supported by the real estate operator as a means of advertising his particular residence tract have become an established institution in numerous sections of the country. There is still an excellent field for them and undoubtedly there will continue to be annual demonstrations of this character backed by the co-operative efforts of the electrical industry and the real estate man.

One Western realtor, recently approached in the matter of a second electrical home in his district, however, introduced a new suggestion. He was not interested at the moment in putting on another electrical home, he stated, but would like to have in some way a permanent electrical exhibit established on his tract. This might take the place of a small model home actually occupied by someone concerned in the business of operat-

ing the tract, which would always be open for inspection and which would furnish an idea to prospective home builders of the latest ideas in all departments of home convenience.

Such co-operative cottages have not infrequently been erected as exhibits in industrial fairs, tile manufacturers, plumbers, hardware men and building contractors sharing their proportion of the expense. The basis for erecting such a permanent exhibit has not yet been worked out—but the idea suggests possibilities which might be worth following up.

Electrical Home Exhibit by Request

When the house recently exhibited as an Electric Home in Richmond, Calif., was originally constructed, there was no thought of using it for an electric home. Such widespread interest was shown among the neighbors, however, who asked to see the complete electric wiring and electrically equipped kitchen, that the owner was persuaded to permit an electrical exhibit to be staged.

Despite the fact that but little publicity was given to the display, it was estimated that over four thousand people out of the not over large population of Richmond visited the home while it was open.

Because of the fact that the exhibit was fostered by one dealer, in conjunction with the local power company, it was possible to place price tags upon the appliances, as well as

signs giving the cost of operation of all equipment. The house was a six room bungalow, not elaborate in any way. It was well provided with convenience outlets, however, and particular attention was paid to kitchen convenience. Several special illumination features and electric heating throughout attracted the interest of visitors.

Cost Plus 10 per Cent as Basis of Builders' Co-operation

Mrs. Fiske O'Hara, wife of the well-known Irish tenor-actor, officiated at the dedicatory ceremony attending the opening of the recent Home Electric in La Crosse, Wis., turning the golden key that opened the home to the first crowd of visitors. Close to 15,000 people visited the house.

A unique plan was followed in exhibiting this La Crosse home. At the initiative of the Revoli Electric Shop, a group of men who had done considerable construction work together agreed to build the home on a basis of the cost plus 10 per cent. It was agreed that each contractor who took part was to get no compensation until after the home was sold. The designer received the cost sheets from each man doing work on the house, and to this he added 10 per cent. The plan worked excellently, as each man, even to the painter, realized the importance of the job and did his best to make the house a model.



This house in Richmond, California, was not built for an electric home, but the interest in its electrical features was so great that it developed into a "Home Electric" exhibit. Four thousand persons are said to have visited this home.

Using the Mails to Find Prospects

"Anything that can be sold, can be sold by mail" is the slogan of the direct-mail advertising experts, and they are proving this point every day on the firing line of retail business. "Salesmail" can be and is being successfully used as a selling-aide in electrical merchandising, but as a selling medium it is not thoroughly understood by all who could profit by its influence in procuring more sales and live leads.

That the mails are a sure way of getting live leads is proven by the Modern Electric Shop of Washington, D. C., which has produced a series of unique and interesting mimeograph letters which are mailed under third-class postage to the lady of the house and inevitably get a reading. The mailing list is composed of old customers and of prospects checked from the telephone list of subscribers living in the suburbs. One of these mimeograph letters, each containing a different message, is sent out once a month, and R. R. Johnson, the manager, reports that he has gotten enough business out of them to more than justify their continued use in the future.

The housewife is growing daily more appreciative of modern electric appliances. She is beginning to understand how the coffee percolator and the toaster save steps and time. Place both appliances at her finger tips by "convenience wiring" and she can sit down to her breakfast without the annoyance of preparing toast and coffee in advance over the gas stove. The appeal of the Modern Electric Shop was therefore timely in soliciting business for installing outlets and wiring the dining room for such conveniences.

Incidentally the Modern Electric Shop also sells percolators and toasters. It also gets a lot of repair business in electric irons, electric washers and sweepers.

Must Get Buyers' Point of View

In using salesmail business men often make the mistake of thinking they can write a sales letter and then when the results are minus and the salesmail campaign costs more than the returns, they attribute it to "overrated" use of the mails. But the fault lies with them and not the mails. Too few place themselves in the buyer's shoes and then talk shop.



A well written sales letter starts the germ of conviction that eventually sprouts into the buying impulse if it does not do so immediately, and the mails are a convenient method of keeping prospects interested and fed-up on points of electrical merchandise and convenience.

The buyer naturally is not interested. The drafting of a sales letter should be done from the prospect's point of view, for by injecting salesmanship into the letter from this angle and using a short four-or-five paragraph letter, the dealer can not only secure leads but actually pave the way for sales.

Without such a personal contact by mail, in which the prospect is kept informed of things that interest him from the standpoint of economy and convenience, the ultimate sale may go to a more active competitor who sees the necessity for some such merchandising plan.

What are the *buying* points, not the selling points, for the buyer wants to know what he is getting in exchange for his money? Tell him directly as if you were talking to him, instead of swaying the pen on stilted phrases which are meaningless, and you will have injected salesmanship of the right quality.

A sales letter that wins a sale or a series that builds up sales is not any magic wand nor any sleight-of-hand. It is par-boiled sales sense smeared all over attractive paper, aimed at the right type of buyer, driving home the psychology which influences prompt action and stimulates the immediate or at least the ultimate sale.

Too many letters carry the prospect through to the close with breathless interest, and then become flat failures because they fail to urge the prospect to reply at once, to mail the enclosed postcard, or to phone North 2153 immediately, or to bring the letter with them and secure a discount for cash, or some other stimulant to action, for without a stimulant the letter often flitters into the wastebasket.

Ocean Resort Electric Shop Finds Travelers Like to Spend



One of the peculiar joys of traveling is to buy things that you could purchase just as easily and cheaply at home and ship them thousands of miles—in anticipation of the respectful awe with which the folks can be counted on to view "some little things I bought in New York, or Miami." So, if you wonder how a bright and sparkling

electric store can flourish in a vacation-resort like West Palm Beach, Fla., ask H. P. Black of the Electric Shop there. He might be called the champion of long-distance selling, for a goodly number of the lamps, irons and even washing machines he sells travel hundreds of miles to their destination.



Store Equipment and Methods



Running the Gauntlet of Non-Productive Advertising Schemes

When the Convivial Collection of Coyotes, Den No. 26, intimates that it has available advertising space in its souvenir program, four and twenty merchants in that particular town stop, look and listen.

When Dan McCarthy comes along and "invites" the merchants to take space in the program of the Hod Carriers' Ball with the prospect of a boycott if they do not, they accept the invitation.

Or perhaps the needs of the poor little chaps at the Children's Home tug at heart strings and purse strings. Again the merchants listen—bully for them!

And so on through the various activities, deserving and otherwise, found in the average town and city.

First and last so many requests come for a share of the dealer's advertising appropriation that there is difficulty in preventing most of it being diverted into wholly non-productive channels. That the local merchant, struggling with rising costs, anxious to get more business and more than willing to do his share as a citizen is sometimes victimized, is perhaps to be expected.

The business-getting qualities of most of these program-advertising schemes, so far as the merchant is concerned, are largely negligible. The readers of show, dance, fair and lodge souvenirs are interested in entertainment or something else apart from buying. They are apt to regard an ad as the autoist does a mud puddle—something to be detoured.

Local business men's associations have removed many of the worst features of this problem, but it is still something to be reckoned with. Deserving causes can and should have the dealer's support so far as he feels able to extend it. Between these and those which are wholly lacking in merit there is a twilight zone of doubtful schemes. Here is where the chief danger lies as they are difficult to handle. From a hard headed business standpoint however

*Timely Suggestions
on How to
Plan and Equip Your Store—
Systems Which Are Used in
Successful Merchandising*

they should be looked upon as possible store leaks and treated accordingly.

Adequate Light for the Electric Shop

Few electric stores enjoy the advantage of occupying a building constructed especially to meet their needs. Most contractor-dealers have to fit their stock into store space formerly occupied by some other concern. It is important in thus adapting new quarters that the electrical dealer see to it that the wiring of his shop is such as to provide for adequate illumination and for the full supply of convenience outlets.

The new office of the Idaho Power Company, Boise, is an example of what may be done in remodeling such quarters. The new location of the company's shop is in the center of the shopping district and before they secured a lease on the space, it was occupied by a drug store. In preparing the shop for its new purposes, it was completely rewired in

order to give a sufficient number of convenience and lighting outlets to permit the demonstration of appliances on the floor and for the proper illumination of the sales quarters.

Twenty three bowl type ceiling fixtures furnish the main light for the showroom. A cream colored ceiling and alabaster festoons serve to deflect and diffuse the light to all parts of the sales floor. In addition to this overhead lighting there are about twenty wall fixtures of the bracket type.

A salesman's belief in his own article is often judged by his personal use of it—and the electrical merchant should be sure that his lighting comes up to standard before he approaches others.

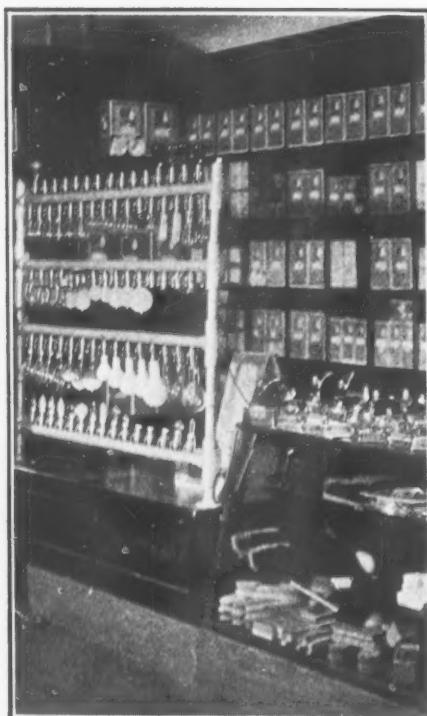
Making Three Sales Grow Where One Grew Before

A display rack carrying lamps of every style, color and wattage in stock is increasing sales for Kellogg & Bertine, New York City. This rack is at convenient height for inspection of the goods and is wired so that all lamps can be lighted. In the shelving back of the rack are



Rewiring the quarters formerly occupied by a drug store was necessary before the new shop of the Idaho Power Company met

with their standard of what the well lighted electric store should be. Twenty-three bowl type ceiling fixtures furnish the main light.



Samples of the lamps are carried on the rack in front, each lamp ready for lighting at a pull of its switch. On the shelves behind is the lamp stock from which deliveries are made.

bins each containing a supply of a certain type or size of lamps. A sample of the lamps in each bin is shown on the rack. The salesman knows the stock so well that he can instantly turn to the proper bin the moment a customer indicates the lamp wanted. While the customer is being waited upon, he almost invariably begins pulling the chains of the lamps on the rack, switching on and off one after another. Generally he finds other lamps that he wants also, so that nowadays a customer usually buys three lamps where formerly he bought one. It is also worth noting that this arrangement makes an average saving of one minute per sale over the time it formerly took in handling this lamp stock.

Spotting Danger Points!

BY EDWARD HARRISON

As each year passes the retailer handling electrical merchandise sees more and more items added to his stock. On some of these items he makes a very satisfactory profit; on others the reverse is often true. As the stock increases in number and bulk he is liable to lose sight of turnover — that vitally essential knowledge on which retailing success is built.

I have no doubt but that a large

number of dealers in this line who are now ex-dealers, can trace their failure to two direct causes: overstock and shelf-warmers. These two items spell the difference between profit and loss. If either are detected soon enough, steps can be taken to make them move. Often the overstock or shelf-warmers are seasonable goods and these in particular should be very carefully watched. Unless seasonable goods are moved in the current season they must be carried over and this means a waste of shelf or storage space and a continuous investment that should be working elsewhere. Bad business, when this happens!

Index Numbers on Price Tickets

Here's a plan for spotting these danger points early in the game. It will show you how you can put your price tickets to work for you. The plan is simple and positive in operation and very effective, too. It is now being used with great success by a Fort Wayne dealer.

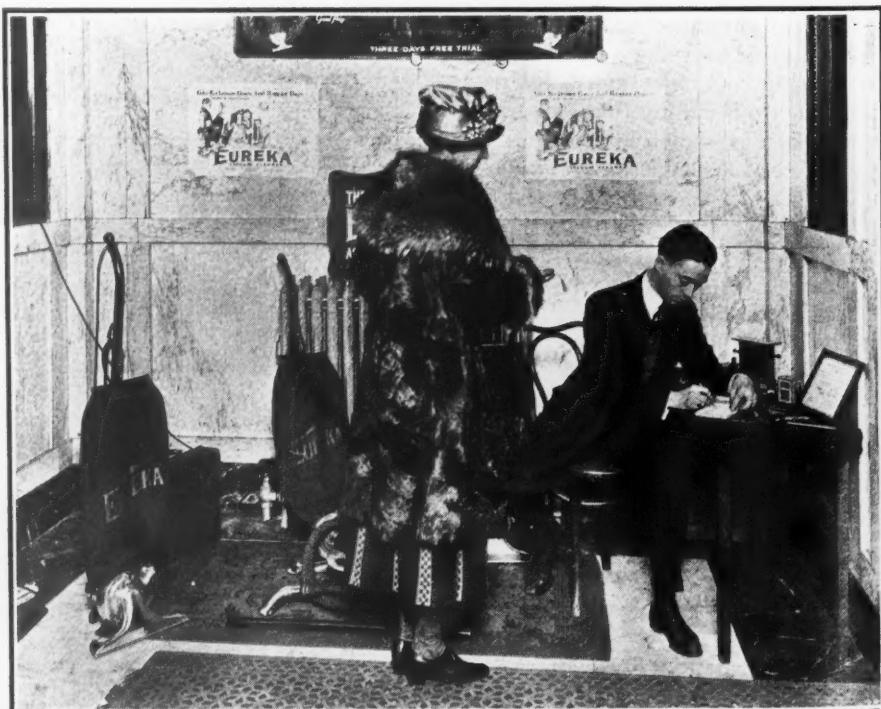
Here is the plan: When price tickets are placed on goods, each ticket is given an index number or letter which indicates the month in which the goods were delivered and

placed in stock. The number "1" is used for January, "2" for February, and so on. Each month an inventory is taken of goods in duplicate stock. An examination of these stock sheets clearly indicates the overstock, if one exists; and the presence of any volume of slow-moving units is clearly shown. Thus, if the stock sheets show a lot of goods placed in stock under the number "7," for example, the management of the store knows something is wrong with the goods bought last July. He at once gets busy and proceeds to make it his business to see that lot of goods moves at once—special advertising, sales effort or display—he applies the cure. The result is he spots the danger points before they become a real menace and his store suffers no inconvenience from overstock or too many shelf-warmers. They are spotted in time!

Making Effective Use of the Shallow Window Space

The shop with the small floor space often is confronted with the problem of what to do about window displays. The store itself, in some cases, is not much larger than the

Selling Appliances in a Central-Station Vestibule



For several months the Worcester (Mass.) Electric Light Company has utilized the vestibule of its main office, 11 Foster Street, Worcester, for the sale of appliances, some 80 vacuum cleaners having been sold in this location in the last ten weeks of 1923. Other devices have also been merchandised in this way. A representative of the

vacuum cleaners' sales organization "keeps the store," the equipment belonging to the lighting company. Appropriate deductions from gross revenue are made for compensating the cleaner salesman through the manufacturing organization. O. R. Underhill is appliance manager at Worcester.

space which might be allotted to windows in a larger establishment—and nothing can be allowed to subtract from the area devoted to active selling. In such a situation, the dealer is apt to give up the idea of window displays altogether and to allow the interior of his shop to stand in place of a window display.

What can be done in building an effective display in such a situation is well illustrated by the Weiss Laun-Dry-Ette Shop of Spokane, Wash. The store is in an effective location in the main shopping district, but the space available was small. Mr. Weiss has installed shallow windows, not more than two feet in depth, which do not subtract materially from the area of the store. Here he displays even bulky articles such as washing machines and ironing machines, without any effect of crowding. The actual physical difficulty in this is obviated by providing a false stage work support for the rear legs of these machines, which are thus presented half in the window and half in the sales room itself. From without, however, the effect is entirely that of having the appliance in the window itself.

In place of utilizing the low curtain which is common in such windows, a much more striking effect is obtained by an open fence work which builds up to the appliance on either side. This does not in any way obscure the light from the interior of the store—and yet, from

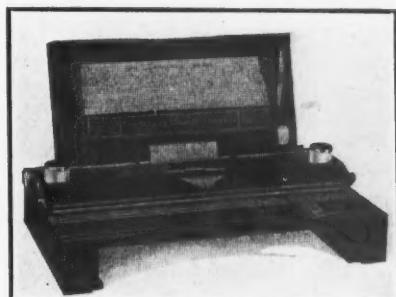
the outside it serves to blot out the scattered details behind and to give the window the value of a unified pattern—one of the things most difficult to obtain in the shallow window.

Lighting, of course, is only possible from overhead and this is furnished by a strong bank of lights concealed behind an opaque valence. With the remainder of the store in darkness and these lights focussed much as would be a spot light on the particular appliance displayed in the window, a most striking effect was obtained.

On the basis of such a display arranged in his window, Mr. Weiss recently won second prize in national window display contest conducted by the manufacturer of the washing machines.

Device for Show-Card Making

Badly-printed and untidy-looking show-cards spoil the effect of the cleverest window display ever designed. It has always been a problem for the merchant who has no artistic ability and who cannot conscientiously afford to pay the price demanded by show-card designers to provide display cards that will add to, instead of detract from, his carefully-executed display. A device that will remedy this situation has been brought out by the Display Material Company of 191 Pearl Street, New York City. It is known



This mechanical card, streamer or banner printer will permit the merchant to make his own signs quickly and neatly, without any previous experience.

as the "Stencilor" and, in the words of the manufacturer, "is a complete apparatus which will allow any one to make his own show-cards quickly, neatly and accurately and very easily, whether he has experience in this line or not."

The "Stencilor" includes a complete assortment of sizes and styles of alphabets, figures, border lines, decorations, etc., which will cover any requirement, from a price ticket to a show-card of any length.

"Light and Color in Merchandising"

"Light and Color in Advertising and Merchandising," the latest book by the indefatigable M. Luckiesh, director of the Laboratory of Applied Science at Nela Park, Cleveland, is just off the press of D. Van Nostrand Company, New York. Its contents will be of especial interest to the student of store lighting. The effect of electric lighting upon textiles, jewelry and pottery is presented as a result of a first-hand study of these subjects. Mr. Luckiesh has been called by his admirers "the Jack London of the electrical industry" as his varied experiences, from trouping as a clown-musician with a circus over forty-five states of the Union, to his sky-rocket career through Purdue University and to the head of one of the most famous laboratories in the world, have been replete with incident. His first-hand studies of many subjects have been chronicled in a human and breezy manner in his writings. He is said by competent critics to be the most prolific, easy, and brilliant writer in the electrical field. His "Book of the Sky" recently issued, which relates his study of airplanes and flying and also of the color and light of atmosphere is probably the only book of its kind ever written.



The effective use of a shallow window space, as well as the local appeal utilized as an interest drawing feature, served to win

second prize in national window display contest for this window of the Weiss Laun-Dry-Ette Shop of Spokane, Wash.

New Merchandise to Sell and Where to Buy It

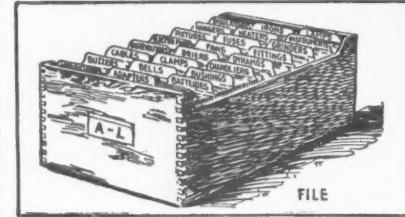
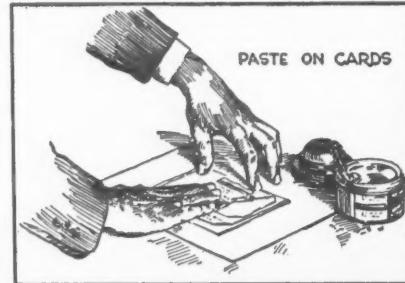
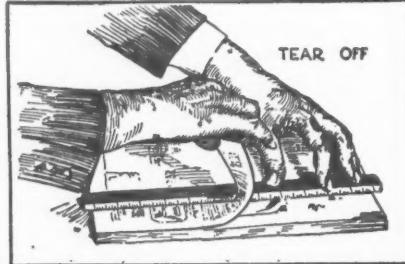
Appliances, Socket Devices and Wiring Supplies Which Manufacturers and Jobbers Are Putting on the Market

Including Many New Appliances Suitable for the Home Electric

How to Use These Pages to Make Your Own Buying Index

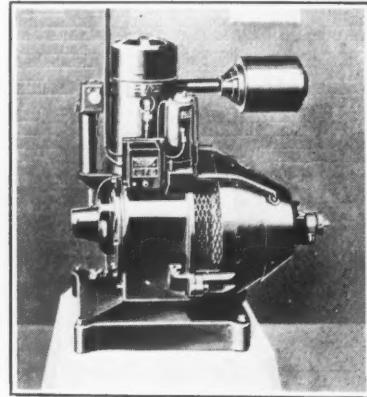
Beginning with the September, 1917, number *Electrical Merchandising* has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on *what is made and who makes it* right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a looseleaf catalog or folder.



This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of *Electrical Merchandising*. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.



Portable Concrete Drill

Electrical Merchandising, March, 1924

The electric drill made by the Pneumatic Electric Corporation, Syracuse, N. Y., is of the hammer-drill type. The hammer, which strikes the blow, is actuated by compressed air and strikes approximately one thousand blows per minute. The rotating drill steel which changes the cutting edges and withdraws the cuttings from the hole, is operated by positive drive from the motor. The drill is operated from any standard lamp socket, by a universal a.c. or d.c. motor, 110 to 125 volts, single phase but may be obtained in other voltages if desired.

Farm Electric Plant

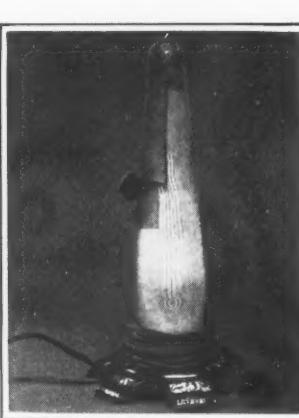
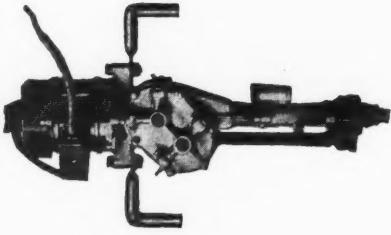
Electrical Merchandising, March, 1924

An electric plant that will run as satisfactorily on kerosene as on gasoline has been brought out by the Western Electric Company, New York City. The generator capacity of the plant is sufficient to operate an electric iron or a $\frac{1}{4}$ hp. motor and fifteen 20-watt lamps, and the total capacity, including battery, is approximately 1,100 watts.

• Radio Switch

Electrical Merchandising, March, 1924

A fourth item, known as the "Bradley-switch," has been added to the line of radio products manufactured by the Allen-Bradley Company, Milwaukee, Wis., in the form of a single-pole switch for opening battery circuits. It is mounted by drilling a hole in the radio panel and securing the switch by means of a knurled nut and is operated by pulling or pushing the switch button.



Hosiery Inspection Lamp

Electrical Merchandising, March, 1924

Department stores and hosiery shops will have no further use for their well-worn placards requesting women, when examining hosiery, "to turn their rings inward." A hosiery inspection lamp, over which hose are drawn to show any existing defects or flaws, is being manufactured by the Showtex Corporation, 242 Peachtree Arcade, Atlanta, Ga. The lamp operates from any lamp socket, has white Monax cylinder, $1\frac{1}{2}$ in. in height, and ornamental bronze base.

Guard for Mill-Type Lamp

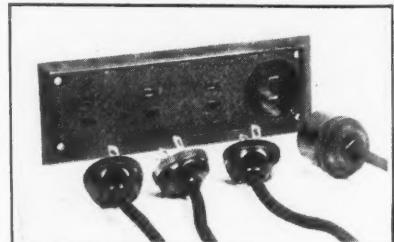
Electrical Merchandising, March, 1924

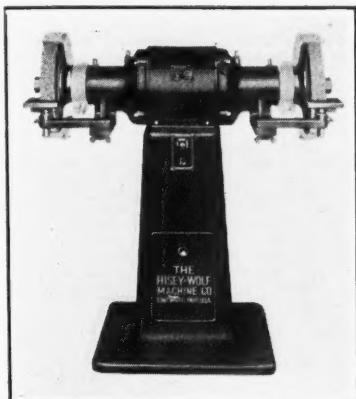
Specially designed for the 25 and 50-watt lamps is the "Flexco" guard made by the Flexible Steel Lacing Company, 4607 Lexington Street, Chicago. The guard is made of expanded steel, reinforced and tinned.

Three-Plug Receptacle

Electrical Merchandising, March, 1924

Any tea wagon, dressing table, dining-room table, desk, or any other piece of furniture may be converted into electrically-wired furniture by the use of the receptacle made by the Nichols Electric Furniture Company, Bennington, Vt. The receptacle comes complete with large main plug, 10 ft. of No. 14 heater cord and three attachment plugs to match the mahogany-brown bakelite receptacle. It may also be obtained with main plug only, without cord and attachment plugs, if so desired.





Wide-Swing Floor-Stand Grinder

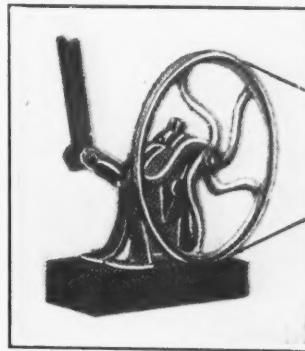
Electrical Merchandising, March, 1924

The wheels of the new floor-type grinder made by the Hisey-Wolf Machine Company, Cincinnati, Ohio, are of 37-in. spacing, wide enough to permit grinding of large, bulky castings and many other irregular shaped pieces. It is equipped with a full 3-hp. motor, and recommended for two 14x2-in. grinding wheels. Buffing and wire brush wheels can also be used with or without wheel guards.

Electric Table Stove

Electrical Merchandising, March, 1924

By removing the easily-detachable legs of the "Acme" table stove, made by the Acme Electric & Manufacturing Company, 1448 Hamilton Avenue, Cleveland, it can be set into the top of a coal, gas or oil stove, the manufacturer suggests—a convenient feature for summer use. The stove is 10 in. in diameter and is made for use on any 110-volt circuit.



Speed Reducer

Electrical Merchandising, March, 1924

For operating cistern pumps, grinding wheels, ice cream freezers and other appliances around the home, the Roughen Paving Gauge Company, Fond du Lac, Wis., has brought out a speed reducer which is especially designed for operation by washing machine or utility motor. The housing of the unit is constructed in two half-sections bolted together, tapped and plugged for oiling. The drive wheel is 12 in. in diameter, grooved for $\frac{1}{2}$ in. or less, round or V-shaped belt.

Radio Terminals

Electrical Merchandising, March, 1924

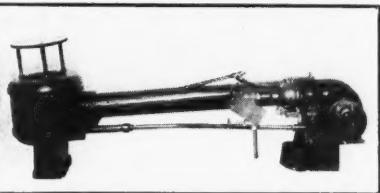
Nine types of radio terminals are contained in the display carton of the Belden Manufacturing Company, Twenty-third Street and Western Avenue, Chicago. One of the outstanding features of the display is the itemized description on the bottom of the carton. There is given a picture of the terminal, its code word, the B. & S. gauge number, the size of the screw which can be used with the terminal and the weight per thousand.



Oil-Burning Heating Outfit

Electrical Merchandising, March, 1924

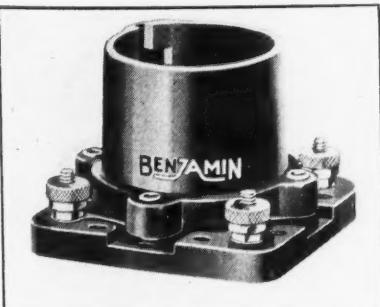
Among the various types of oil-burning equipment for furnaces, is the "Royal" automatic unit made by Willis W. Howe & Company, Kansas City, Mo. It can be installed in any steam, hot-air or hot-water furnace by the removal of the coal grates and ash-pit door. The "Royal" consists of a cast-iron combustion pot, air tube, aluminum fan, fan housing and a 1/20-hp. Emerson motor, and is declared to burn distillate, gas, oil or kerosene.



Bracket Fixture

Electrical Merchandising, March, 1924

Folks who like variety, even in electrical fixtures in the home, will be interested to know about the new "Glo-Lite" unit made by the M. Propp Company, 524 Broadway, New York City. The "Glo-Lite" is a bracket fixture, made to screw in the wall bracket in place of the usual candle shade. A sunset effect is produced by this unique little device, by alternate red and orange bulbs, similar in style and size to the Christmas tree sets, fitted in a half-moon finished in ebony, bronze or gold.



Vacuum Tube Socket

Electrical Merchandising, March, 1924

A "cushioned" socket for vacuum tubes has been brought out by the Benjamin Electric Manufacturing Company, 847 West Jackson Boulevard, Chicago. The tube-holding element of the socket floats on light springs, it is explained, which act as shock absorbers. The binding posts are mounted on a separate base so that the wiring to the socket does not come in contact with the tube-holding element. The shock-absorbing feature is therefore in no way interfered with by the stiff bus wiring.

Electric Blower for Domestic Furnaces

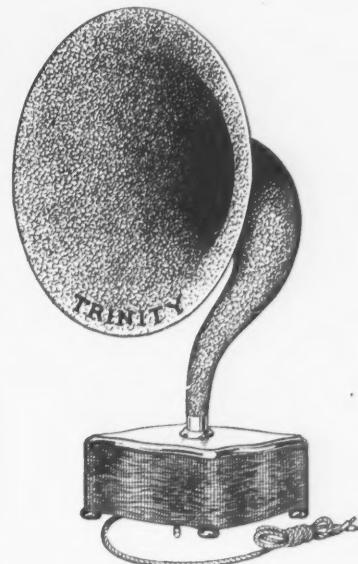
Electrical Merchandising, March, 1924

With the Coppus Engineering Corporation's (Worcester, Mass.) new electric blower for furnishing forced draft under the grate of the furnace, it is possible, the company points out, to burn the cheaper grades of coal, such as buckwheat and screenings, at considerable saving per ton. By means of an inlet damper the air delivered by the blower can be regulated in quantity and pressure to meet the conditions of the fuel bed and to give complete combustion.

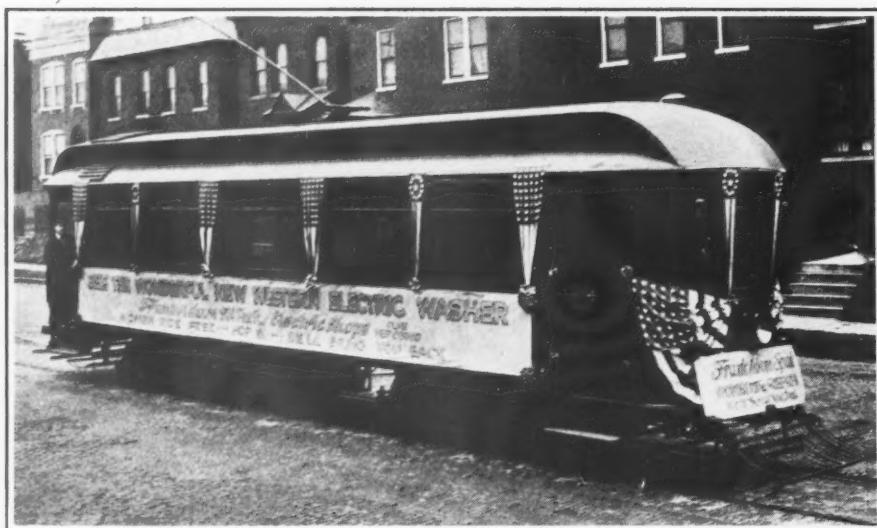
Loudspeaker

Electrical Merchandising, March, 1924

The Type C-2 loudspeaker made by the Trinity Radio Corporation, 416 Tremont Street, Boston, Mass., although new in appearance, contains practically the same mechanism as the company's previous models. It is designed for mounting into any radio set, panel or otherwise, no extra batteries being required.



Continued on third and fourth pages following, for your convenience in clipping and filing.
Each item will fit a 3 x 5 in. standard filing card.



Newspaper advertising stirred up interest in this motorized demonstration tour, starting with small "teaser" ads. This was followed up by larger advertisements when

the campaign started, listing the exact routes of the parlor cars and inviting all the ladies to ride and look and have their questions about electric washing answered.

Introducing a Clothes Washer to St. Louis with Parlor Cars

Whenever some celebrity visits St. Louis, the hospitable city rolls out a set of the handsomest parlor cars that ever ran on street car tracks. Luxurious chairs, handsome hangings and thick, Ritzie rugs on the floor make those cars linger long in the memories of all who ride.

When the 1924 Western Electric clothes washer arrived in town, Frank Adam and The Electric Shops, Inc., decided the improved model should be classed as a distinguished guest, and promptly arranged with the street railway people to give it extended rides around the city, in those luxurious parlor cars.

The cars were definitely routed in loops, and each car carried complete equipments for showing the outstanding features of the clothes washer to all who came aboard. Cars were hung with signs announcing that the ladies were invited to ride free. "We'll Bring You Back," the signs promised.

During this campaign the co-operating stores featured the new washer in their window displays and focussed interest on the new model with folders, posters and word-of-mouth publicity between salesmen and customers. Each rider-guest who boarded one of the cars was asked to register and this provided an excellent prospect list from which further sales were made.

Not every town has a street railway system equipped with palatial parlor cars. But every community does have people and streets and

motor trucks. This idea can be used with a jitney bus playing the part of the parlor car, and the jitney has the advantage of being free to choose its own streets. This may be an idea worth filing in your scrap book of selling hunches.

Appliances Go by Parcel Post for Seven Cents

A heater campaign put on by the Washington Water Power Company during October, resulted in the sale of 729 heaters. The heaters were delivered by parcel post at a cost of seven cents each, whereas the cost by automobile delivery would have been from 35 cents to \$1. The sale was limited to the month of October. Post cards with descriptive matter and an order blank were delivered with each customer's bill during that month. A little "tie-in" advertising in the newspapers was used in addition. The heater offered was the 14-in., 600-watt type at the special price of \$6.95 cash or on terms if desired.

Record of Lighting Fixture Patents

Compiled by Norman Macbeth

DESIGN PATENTS

The following are all the design patents pertaining to lighting materials issued by the United States Patent Office, from January 1, 1924 to January 29, 1924.

63,679, 63,680, 63,681. Backplate for an Electric-Light Bracket. Henry A. Framburg, Chicago, Ill., assignor to H. A. Framburg & Company, Chicago, Ill. Filed Aug. 21, 1923. Issued Jan. 1, 1924.

63,688, 63,689, 63,690, 63,691. Lighting Fixture. William J. Meixner, Camden, N. J., assignor to Voight Company, Philadelphia, Pa. Filed Aug. 6, 1923. Issued Jan. 1, 1924. Term three and one-half years.

63,695. Ring Body for a Lamp Fixture. Albert J. D. Ohm, Astoria, N. Y., assignor to Max Schaffer Company. Filed July 23, 1923. Issued Jan. 1, 1924. Term three and one-half years.

63,700, 63,701. Chandelier, Ceiling Light. Edward L. Silverman, New York, N. Y., assignor to London Lightingwares Corporation. Filed March 8, 1923. Issued Jan. 1, 1924. Term 7 years.

63,702. Lamp. Charles W. Sinkins, Lake Mahopac, N. Y. Filed July 18, 1923. Issued Jan. 1, 1924. Term 14 years.

63,736. Candlestick. Alfred E. Reynolds, Danbury, Conn. Filed October 2, 1923. Issued Jan. 8, 1924. Term three and one-half years.

63,741. Pedestal Base. Louis Severus, Chicago, Ill., assignor to Art Lamp Manufacturing Company. Filed Sept. 14, 1923. Issued Jan. 8, 1924. Term three and one-half years.

63,747. Humidor. Frederick S. Stafford, Chicago, Ill., assignor to Herbert A. Hover, Lewiston, Mont. Filed July 19, 1923. Issued Jan. 8, 1924. Term 14 years.

63,766. Combined Clock Case & Electric Lamp. Louis Baldinger, Brooklyn, N. Y. Filed Aug. 3, 1923. Issued Jan. 15, 1924. Term 7 years.

63,783. Pan for Lighting Fixtures. Ruth Lucille Gerth, Minneapolis, Minn., assignor to Alfred Vester Sons, Inc., Providence, R. I. Filed Mar. 27, 1922. Issued Jan. 15, 1924. Term 14 years.

63,790. Wall Bracket for Lighting Fixtures. George J. Klein, Cleveland, Ohio. Filed Oct. 19, 1923. Issued Jan. 15, 1924. Term 7 years.

63,797. Ball Lamp Cover for Lighting Fixtures. Karl Nacke, Brooklyn, N. Y., assignor to United Metal Spinning Company, Brooklyn, N. Y. Filed Mar. 27, 1922. Issued Jan. 15, 1924. Term three and one-half years.

63,802. Combined Table and Lamp. Edward C. Pelkey, Portland, Me. Filed Sept. 21, 1923. Issued Jan. 15, 1924. Term 7 years.

63,803, 63,805, 63,807. Shade for Lighting Fixtures. Frederick Roettges, Stamford, Conn., assignor to William R. Noe & Sons, New York, N. Y. Filed Mar. 4, 1922. Issued Jan. 15, 1924. Term 7 years.

63,808. Electric Light Bracket. Cephas B. Rogers, Danbury, Conn. Filed Mar. 31, 1923. Issued Jan. 15, 1924. Term three and one-half years.

63,813. Lamp. Herman H. Wolter, Meriden, Conn., assignor to Edward Miller & Co., Meriden, Conn. Filed Oct. 27, 1923. Issued Jan. 15, 1924. Term 7 years.

63,817. Chandelier for Lighting Fixture. Frank S. Crowell, Toledo, Ohio. Filed June 6, 1923. Issued Jan. 22, 1924. Term three and one-half years.

63,826. Fixture Arm. Morris Geringer and Isidor Geringer, New York, N. Y. Filed July 3, 1923. Issued Jan. 22, 1924. Term three and one-half years.

63,828. Bracket Back. Walter R. Kahns, Brooklyn, N. Y., assignor to J. H. White Mfg. Company, Brooklyn, N. Y. Filed Oct. 30, 1923. Issued Jan. 22, 1924. Term three and one-half years.

63,829. Bracket Back. Karl Keller, Brooklyn, N. Y., assignor to J. H. White Mfg. Company, Brooklyn, N. Y. Filed Oct. 30, 1923. Issued Jan. 22, 1924. Term three and one-half years.

63,834. Electric-Light Bracket. Alfred E. Reynolds, Danbury, Conn., assignor to The Rogers Silver Plate Company, Danbury, Conn. Filed Oct. 29, 1924. Issued Jan. 22, 1924. Term three and one-half years.

63,838. Lamp. Herman H. Wolter, Meriden, Conn., assignor to Edward Miller & Company, Meriden, Conn. Filed Oct. 27, 1923. Issued Jan. 22, 1924. Term 7 years.

63,851. Globe for Lighting Fixtures. Nicholas Kopp, Pittsburgh, Pa. Filed Feb. 9, 1922. Issued Jan. 29, 1924. Term 7 years.

63,854. Combined Candle Holder & Bobache. Calvin B. Roe, Moundsville, W. Va., assignor to Fostoria Glass Company, Moundsville, W. Va. Filed Dec. 21, 1922. Issued Jan. 29, 1924. Term 14 years.

63,859, 63,860, 63,861, 63,862. Lamp Base, Bracket Arm for Bridge Lamps, Lamp Fixture, Standard or Hanger. Frank Yokel, Avalon, Pa., assignor to Pittsburgh Lamp Brass & Glass Company, Pittsburgh, Pa. Filed Aug. 31, 1923.

MECHANICAL PATENTS

1,479,019. Lamp Bracket. David W. Wilson, Toledo, Ohio. Filed Nov. 28, 1921. Issued Jan. 1, 1924.

1,479,037. Tinsel Reflector. Bernard E. Franke, Baltimore, Md., assignor to The George Franke Sons Company. Filed April 6, 1923. Issued Jan. 1, 1924.

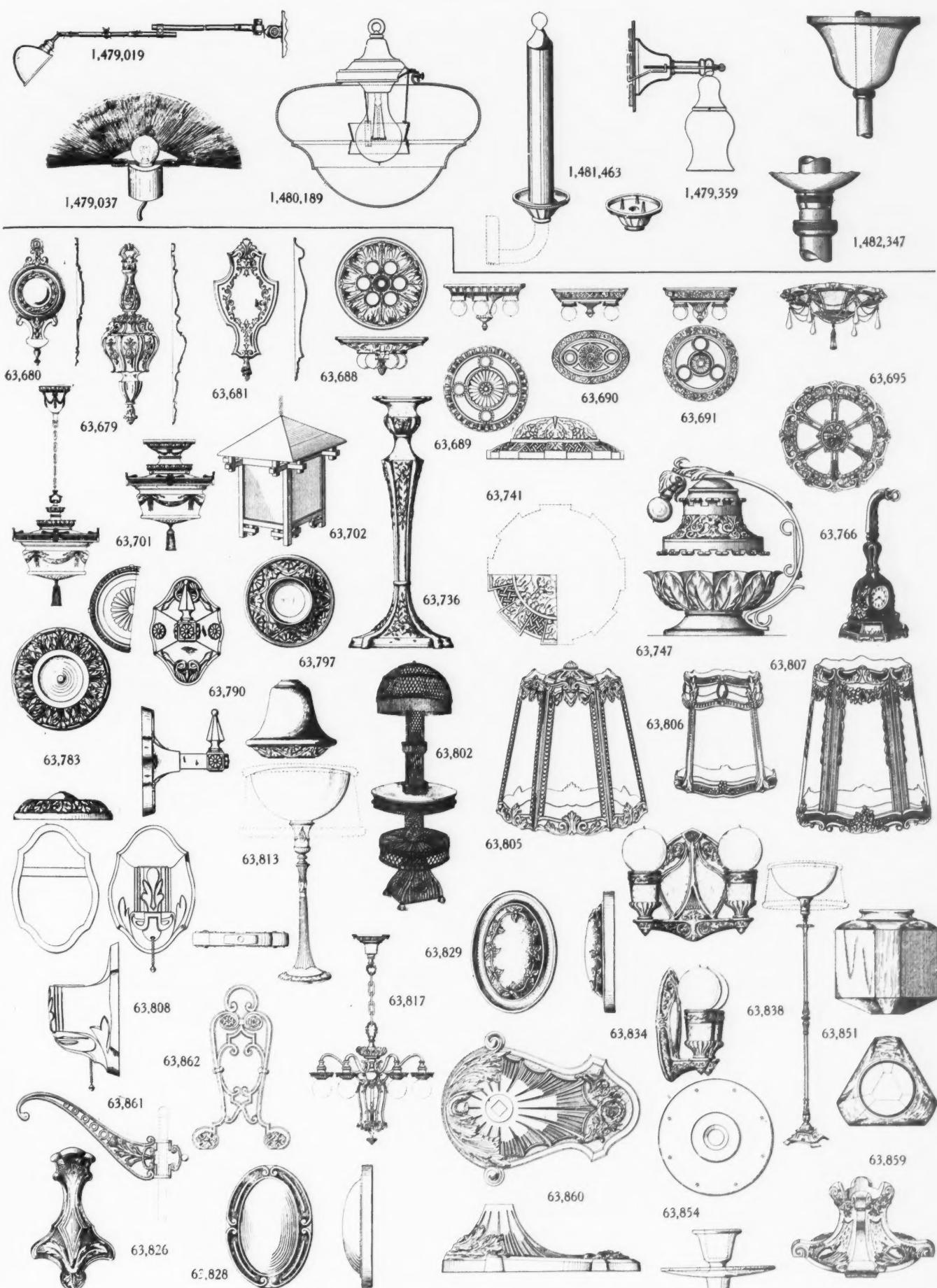
1,479,359. Hanger. Frank Redmond Blake, Bangor, Me. Filed Dec. 6, 1921. Issued Jan. 1, 1924.

1,480,189. Electric-Light Fixture. Walter E. Walsh, Winthrop, and Howard C. Jones, Watertown, Mass. Filed Mar. 17, 1922. Issued Jan. 8, 1924.

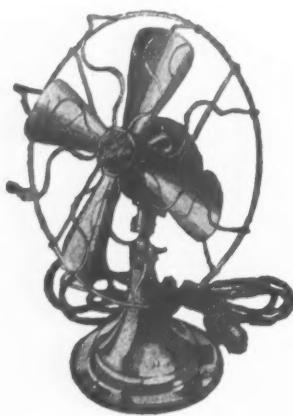
1,480,428. Lighting Structure. Charles M. Wales, New York, N. Y. Filed Jan. 30, 1922. Issued Jan. 8, 1924.

1,481,463. Centering & Securing Means for Electric Candles. Wilfred B. Goddard, San Francisco, Calif., assignor to Thomas Day Co., San Francisco, Calif. Filed May 4, 1921. Issued Jan. 22, 1924.

1,482,347. Fixture Canopy. George W. Conner, Roslindale, Mass. Filed March 21, 1922. Issued Jan. 29, 1924.



Copies of illustrations and specifications for patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each



New Merchandise to Sell

(Continued from third page preceding)

Electric Fans

Electrical Merchandising, March, 1924

Six new "Star-Rite" models have been announced for the 1924 fan season by the Fitzgerald Manufacturing Company, Torrington, Conn. These models include two 8-in. non-oscillating fans, two 10-in. non-oscillating fans and two 10-in. oscillating fans, of the universal and induction types. Each fan is equipped with three-speed rheostat in the base.

Radio Screw and Binding Post Assortments

Electrical Merchandising, March, 1924

Eight engraved binding posts are included in one box of the "Dixie" assortment brought out by the Dixie Supply Company, 91 Seventh Avenue, New York City. The screw assortment contains 100 pieces of radio hardware including screws, nuts and washers made of heavily nickelized brass with terminals of copper.



Electric Percolator

Electrical Merchandising, March, 1924

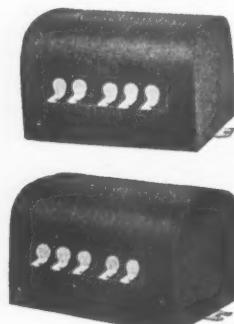
"Koffeeking" is the name of a new electric percolator made by the Kasgil Manufacturing Company, 3947 Armitage Avenue, Chicago. It is made in two sizes,—eight-cup and twelve-cup—of 18-gauge aluminum. The heating element is made of Nichrome wire and the ebony-finished handle is specially designed to fit the hand.



Floor Polishing Machine

Electrical Merchandising, March, 1924

A junior model of the "Connersville" electric floor polishing machine is being manufactured by the United Vacuum Appliance Division of Landers, Frary & Clark, Connersville, Ind. By use of its various attachments the machine will perform the operations required for sanding, grinding, polishing, refinishing and scrubbing floors. It is driven by a 1-hp. motor and weighs 30 lbs.



Amplifying Transformers

Electrical Merchandising, March, 1924

The Duplex transformer made by the Como Apparatus Company, Inc., 446 Tremont Street, Boston, for push-pull amplification, may be used as a single-stage, two-stage or three-stage amplifier. This Duplex transformer permits the use of two tubes in the last stage of the amplifier, one tube of which tends to increase its plate current at the same time that the other tube is decreasing its plate current. These effects are therefore balanced, distortion is avoided and the energy of the two tubes is then combined in the output transformer in such a way to give maximum volume of sound.



Griddle

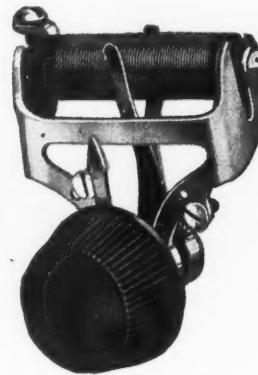
Electrical Merchandising, March, 1924

The new "Star-Rite" griddle of the Fitzgerald Manufacturing Company, Torrington, Conn., comes with base attached which serves as a tray. An attractive wooden handle, furnished with each griddle, may be inserted into the base for convenience in carrying the appliance from place to place. It is nickel-finished and has aluminum heating surface.

Cartridge Rheostat

Electrical Merchandising, March, 1924

The Unity Manufacturing Company, 230 North Halsted Street, Chicago, is the manufacturer of a rheostat with interchangeable resistance cartridges which clip in without removing bracket from panel. The mounting is such that offsetting is permitted where crowding is desired. The Nichrome resistance cartridges may be obtained in 8 ohms, 20 ohms and 40 ohms.



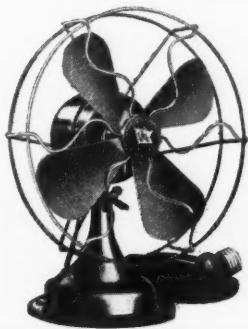
One-Piece Attachment Plug

Electrical Merchandising, March, 1924

The Beaver Machine & Tool Company, Newark, N. J., has brought out a new one-piece attachment plug which involves a new principle in plug construction. The plug itself consists of two pieces (halves), held together, without screws, by a nickel shell. Attached to one half of the plug is a brass contact with tongue, which stands up above the flat surface of the plug half. When one of the cord wires is hooked over the tongue and the other wire is placed in position in the channel provided, screwing down the shell over the separable halves causes a firm electrical contact.



What's new on the market? These pages will tell you. 



8-in. Induction-Type Fan

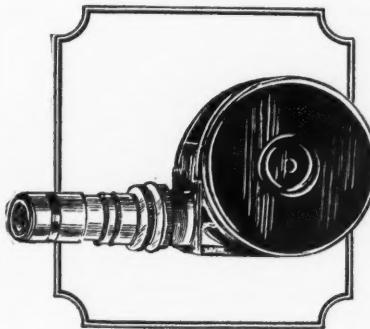
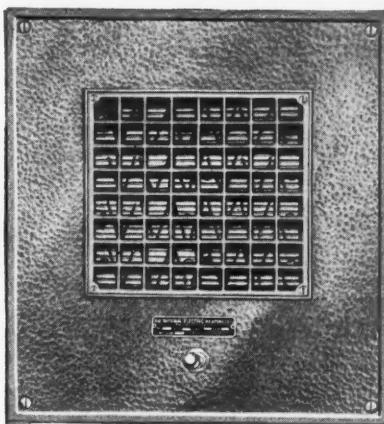
Electrical Merchandising, March, 1924

For the 1924 fan season the Robbins & Myers Company, Springfield, Ohio, has brought out a new 8-in. a-c. induction-type fan, known as Model 41. It is finished in gloss-black enamel and has a felt base. This model is made for use on 100-120-volt, 60-cycle circuits only.

Wall-Type Electric Heater

Electrical Merchandising, March, 1924

For use in the bedroom, bathroom or any other room where auxiliary heat is required and where floor space is limited, the National Electric Heater Company, Ltd., Toronto, Canada, is manufacturing an electric heater which is installed flush with the wall. It can be connected to any ordinary house wiring and is controlled by a tumbler switch. This heater is finished in polished nickel but may also be obtained in white enamel finish for tiled bath rooms. Its capacity is 1,000 watts.



Electric Cigar Lighter for Automobiles

Electrical Merchandising, March, 1924

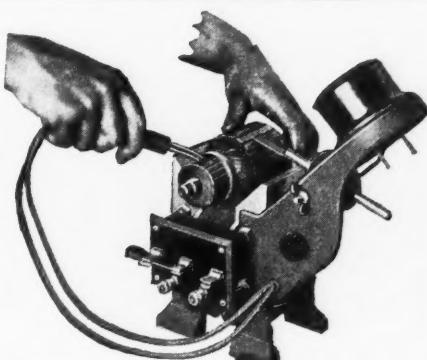
When the "Seco" cigar lighter is pulled from the holder for use, the top becomes a bright red, says the manufacturer, the Spielman Electric Company, Inc., 311 West Fifty-ninth Street, New York City, a light is obtained instantly as it is connected to the standard 6- or 12-volt battery used on the car. When the hold is released, the lighter is immediately extinguished and the cord automatically rewinds on the reel. The device has two automatic cutouts inclosed in the lighter that cut off the current when not in use.



Toaster-Stove

Electrical Merchandising, March, 1924

Interesting features of the new electric stove brought out by the National Electric Heating Company, Ltd., 544 Queen Street, East, Toronto, Canada, are the hinged bottom, the element which is wound on solid porcelain cross pieces and the fibre-tipped feet.



Testing Unit

Electrical Merchandising, March, 1924

Among the automotive testing equipment made by Joseph Wiedenhoff, 4352 West Roosevelt Road, Chicago, is the armature test-o-meter shown here. It does not require the use of a hack saw, blade, telephone receivers or other contrivances, and is simple to operate. As the armature is rotated in the gap of the pole pieces and the contact fingers are applied to each successive pair of commutator bars, readings are given on the meter dial which indicate when a coil is defective, the exact nature of the fault and the slots in which the defective coil is wound. Distinctive features of the unit are the slot locator rod, the growler with two-coil winding and the secondary current rheostat.



Radio Coils

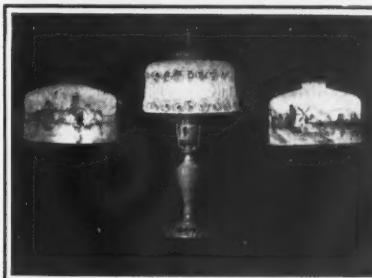
Electrical Merchandising, March, 1924

The large diameter of the No. R-50 broadcast coils made by Chas. A. Branston, Inc., 815 Main Street, Buffalo, N. Y., provides for very fine adjustment for all wave lengths between 250 and 600 meters. These single layer coils are wound on Formica tubes 5 in. in diameter, are equipped with standard coil plug and will fit any honeycomb coil mounting. The coils are furnished only in sets of three—primary, secondary and tickler.

Portable Lamp

Electrical Merchandising, March, 1924

From Canada comes the "Sweet Dreams" lamp illustrated. It is manufactured by A. L. Wynston, Jr., Ltd., 77 York Street, Toronto. The lamp has an ivory base with hand-painted shade, in poppy design. The two additional shades shown, in Holland and Venetian effects, are part of the line of hand-painted shades made by this company.



Battery Charger

Electrical Merchandising, March, 1924

For charging radio, "A" and "B" and automobile batteries, the Fore Electrical Manufacturing Company, St. Louis, Mo., has introduced its new "Master" type 1-A battery charger which operates from any lighting circuit. It has the Fore ammeter with a range of 15-0-15, charge and discharge, and the terminals are marked for positive, negative and "B" battery connection. The charger is mounted on black japanned base with rubber feet. It measures 6 1/2 x 8 1/2 x 7 1/2 in. and its shipping weight is 18 lbs.



Continued on third and fourth pages following, for your convenience in clipping and filing.
Each item will fit a 3 x 5 in. standard filing card.



Sales Helps for the Dealer

Let Your "Dealer Helps" Help Create a Smile Atmosphere, Too

An atmosphere of smiles and pleasant cordiality is something which any electrical store can have, not only as a result of the salespeople's attitude, but through the carefully planned display of such smiling "dealer helps" as the manufacturer supplies.

Your woman customer, let us suppose, enters your store and is immediately greeted by a pleasant whiff of warmth from the glowing electric heater and by a smile from the appealing youngster who stands next to it perpetually drying himself with a Turkish towel. From a poster on the wall, a pretty girl smiles down upon her, happy in the dainty manipulation of an electric curling iron. On the opposite side, a life-size cut-out of a trim housekeeper pushes her vacuum cleaner. Again, passing down the aisle, your customer is greeted by smiles from the cardboard counter displays, from the picture-girl in the lamp-demonstrator, from the bronze bust of the "radio girl," even from the cartons on the shelves behind the counter.

In short, one smile-picture after another has subtly registered itself on your customer's consciousness, and by the time she reaches your counter she is just pleasantly softened enough to make your sell-

Show Window, Counter, Mail Advertising and Specialty Aids Which Manufacturers Offer to Help You Get More Trade



The smiling radio girl brightens up any corner where she is placed, besides providing a novel method to display head-sets.

ing task so much easier—and more profitable.

It is selling psychology of the simplest, but well worth studying. "The store with a smile" is one which people like to go to. They may not know why themselves, but that store has created a pleasant mental image which makes it agreeable to think of going there.



Here are two familiar "dealer helps" which have been helping to create a "smile atmosphere" in hundreds of electrical stores.



And there are scores of others which, carefully placed, can play an equally important part in winning customers.

And there's nothing complicated about it, either. Any electrical dealer can look over the mass of "dealer help" material that comes to his store every month, select those with an unqualified "smile" appeal, and carefully plan his store display with this one idea uppermost in his mind. That's all there is to it—the "smiles" will do the rest!

The Making of a Clothes Washer—Movieized

A salesman who has been through the factory and actually seen the manufacture of the clothes washer which he sells—the quality of raw material, skilled workmanship and mechanical perfection that go into it—can thereafter score more sales on that product. But every salesman cannot make that visit.

So the Maytag Company of Newton, Iowa, has done the next best thing. It has made a four-reel picture, affording an entertainment program of about an hour, designed to be shown to the sales forces in wholesale houses, electrical shops, department stores, small retail stores and specialty shops. The picture shows how the washer is made, step by step, making clear not only the construction of the washer but also its chief selling points.

The picture will be shown throughout the country, circulating from one distributor to another.

"Commercial Lighting"

The Beardslee Chandelier Manufacturing Company of Chicago has just issued a booklet for the trade entitled "Commercial Lighting." In it are described, illustrated and priced a great variety of units suitable for lighting stores, offices, schools, churches, hotels and public buildings. Several pages are devoted to various styles of Denzar, which is recommended for the better class of installations, but cheaper units are also included so that the dealer can figure on jobs which must be sold on a price basis. All units included in this booklet are priced complete, including wire, sockets, glassware and boxing.

Advertise Your Store As A "Service Station for Electrical Appliances"



If everyone automatically thought of the electrical store when a heater plug or switch went out of commission, there'd be fewer toasters and grills gathering dust on shelves. But everyone doesn't, and it's largely the fault of the electric stores themselves. So—the Beaver Machine & Tool Company, Newark, N. J., is now supplying dealers with striking window cards, like the one above. Anyone knows what a "service station" is, and a card in the window bearing the words, "Service Station for Electrical Appliances," is quickly grasped by passers-by. Note that this card bears no trade name. The reverse side of the card bears another slogan which makes it excellent for displaying at the cashier's window.

The Lamp Shade As A Gift

Dainty lamp shades, fashioned by the giver, are growing in popularity as birthday gifts and gifts for other occasions. All of which means an increase in the sale of wire frames for making the shades. This department can become quite an important one in the shop of the dealer who wishes to cater to the woman who makes her own lampshades. Or, as is suggested by the new catalog of J. B. Timberlake & Sons, Jackson, Mich., he may also carry a catalog with pictures showing the wide variety of lamp shade frames to choose from. This catalog contains designs for all kinds of shades, including wall shields, bed lamps, doll lamps and table lamps, to please the taste of every woman.

Push Your Push-Button Sales

To call the customer's attention to push buttons and possible uses for them in his home, the Danbury Electric Manufacturing Company, Danbury, Conn., is suggesting to its dealers a novel display device. One of the push buttons, of the two-gang name plate type, is mounted on a small strip of wood, white enameled, designed to stand upright on the counter. Placed near the cash

register,—or some other equally popular spot,—it is bound to attract the attention of customers and to tempt them to press the button and examine the device more closely.

This is a practical "dealer help" designed to increase the sales of a small device which may escape the attention of most customers unless prominently displayed. The wooden mount is being supplied dealers by the manufacturer.

Winfield H. Smith, 1012 Lock Street, Buffalo, N. Y., announces the publication of Catalog No. 21, describing a line of light power transmission machinery. Particular attention is called to the enlarged line of speed-reducing gears worm gear reduction units for transmitting up to 3 hp. Of special interest to experimenters are the small hangers, pillow blocks and pulleys described.

The Kardon Products Company, 101 Varick Street, New York City, is offering a new radio catalog and guide book, featuring the more prominent hook-ups working in conjunction with "Kardon" units.

The Bryant Electric Company, Bridgeport, Conn., to push the sale of tumbler switches with luminous locators, is offering neat blotters with a picture of the switch and the caption, "Shines forever for sixty-five cents."

The Meller Electric Company has opened an enlarged store at 1090 Rogers Avenue, Brooklyn, N. Y.

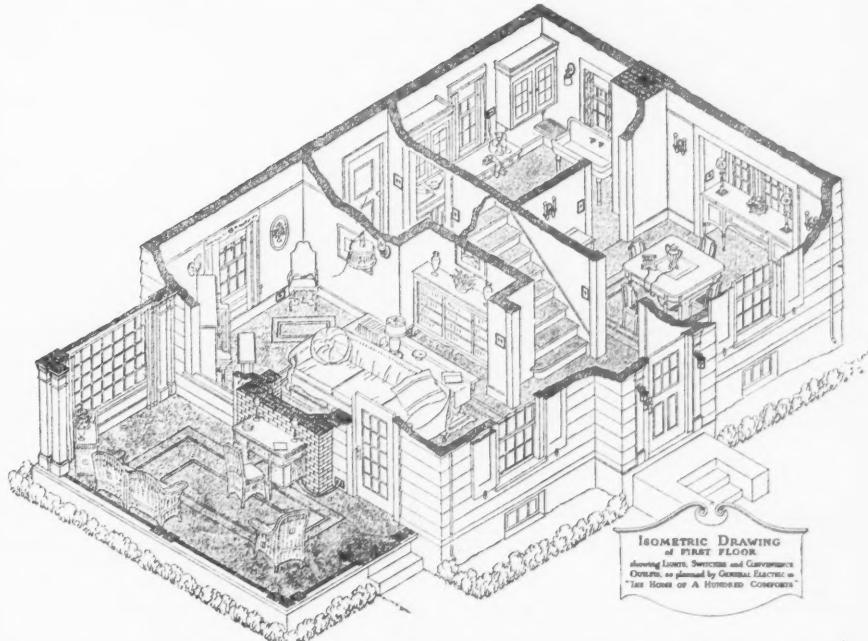
Radium Luminous Material Offers New Possibilities to Window Artist

Fascinating as the subject of radium is even to the layman, there have been few interesting window displays built around radium luminous material and its varied applications in the household. Yet fewer subjects offer more fascinating possibilities for striking windows.

The United States Radium Corporation of New York City suggests some of these possibilities in offering electrical dealers the background for such a window display. This display consists of three cardboard mounts—the center section, in colors, shows a pretty cottage, with walls partly cut away, giving glimpses of radium locators on furniture, at key holes, on pull chains, and so on. The two smaller sections of the display graphically show how radium is extracted and reduced to its usable form.

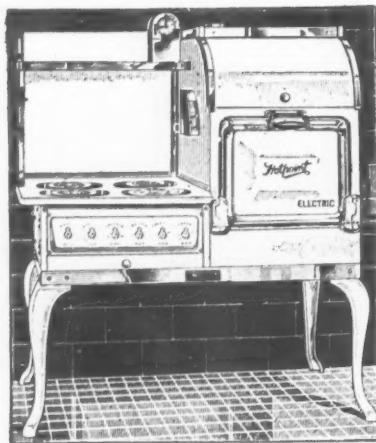
Set up with ribbons leading to six small cardboard easels, each containing a bottle showing one process of the extraction, and other ribbons leading to cartoon target pasters illustrating the various products, the display tells the story of radium luminous materials most effectively.

A Book Your Wiring Customers Will Want



Everything the wiring customer would want to know, and everything the electrical contractor would want to tell his customers to insure their acquiring a complete wiring job, is contained in the handsome book, "The Home of a Hundred Comforts," just issued by the General Electric Company. The book takes the reader on a trip through the house, pointing out in each

room the comfort and convenience possible with adequate switches, outlets and lighting. Wiring plans also are included, to serve as a basis of comparison with your customer's own home. For example, the plan shown above is a two-page fold-in sheet which your customer can take out and carry from room to room in his own house, to check up his wiring.



New Merchandise to Sell

(Continued from third page preceding.)

White-Enamelled Electric Range

Electrical Merchandising, March, 1924

To conform to the present-day standard of the all-white kitchen, the Edison Electric Appliance Company, Chicago, has brought out a white-enamelled nickel-trimmed model of its No. RS-67 super-automatic range which can be had in 25 or 60 cycles. It is furnished with either open or sheath wire units, and the total consumption of current, says the company, is 7.5 kw.

Push-Button Socket

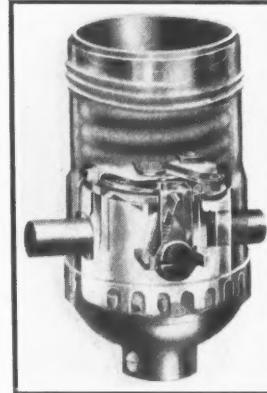
Electrical Merchandising, March, 1924

"A chip of the old block" is the way the Bryant Electric Company characterizes its new WA-81 push button socket which was designed for use on small portable lamps. It is only 2½ in. long and the mechanism is built for 660 watts, 250 volts. It has composition buttons, one red and the other black. Other features of the device are the "Uno" threaded shade-holder head and the "Wrinklet" ½-in. female cap. The No. 81 body can also be combined with seven other styles of caps.

Portable Projector

Electrical Merchandising, March, 1924

A semi-portable projecting machine that will operate from any 110-volt lighting circuit, alternating or direct current, is a product of the National Projector Company, Niles, Mich. The machine is also designed to operate from a 32-volt electric power unit. It will throw a picture from 10 to 100 ft.



Radio Switch Plug

Electrical Merchandising, March, 1924

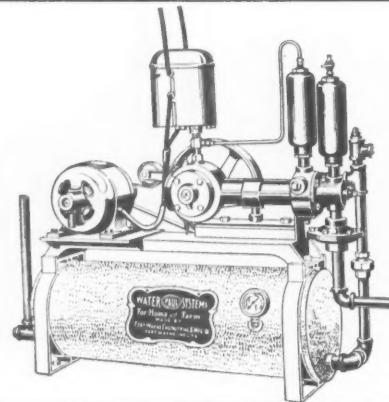
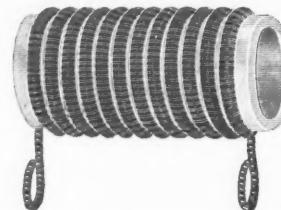
The loudspeaker or headset may be switched on without removing plug from jack by the use of the new model 4-way switch plug made by the Four Way Company, Springfield, Mass. Two headsets or loudspeaker and headset may be connected by the mere turn of the dial.



Horizontal Heating Element

Electrical Merchandising, March, 1924

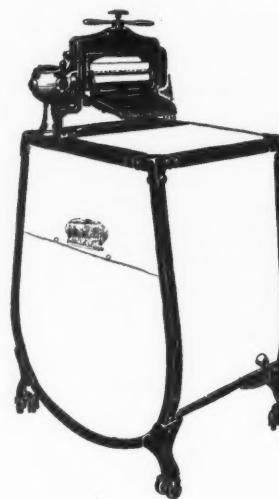
To fit the types of electrical heaters in which the element is bolted horizontally into the heater, such as the Majestic, Hotpoint and others of domestic and foreign manufacture, the Rodale Manufacturing Company, 265 West Broadway, New York City, has developed a new horizontal type of heating element to complete its line of screw-type and horizontal elements.



Pump for Oil-Burning Systems

Electrical Merchandising, March, 1924

The ever-increasing popularity of the oil-burning outfit for house-heating purposes has created a demand for oil pumping units to transfer the oil from the storage tank to the burner. A self-priming pump of this kind is being made by the Fort Wayne Engineering & Manufacturing Company, Fort Wayne, Ind. It is here shown mounted upon a tank, forming a complete, self-contained unit, equipped with automatic switch and relief valve. It is capable of pumping oil a vertical distance of 20 ft. and a distance horizontally of from 100 to 200 ft.



Washing Machine

Electrical Merchandising, March, 1924

There are three distinct movements incorporated in the "Niagara" washing machine made by the Truscott-Pierce Company, St. Joseph, Mich.—a back-and-forth movement of 90 oscillations a minute, an end-to-end movement, and a flopping movement to overturn the clothes in the tub. The machine has an 8-sheet capacity, is operated by a ½ hp. motor and is finished in ivory enamel.

Electric Attachment for Hand Power Elevators

Electrical Merchandising, March, 1924

Hand operated elevators may be converted into electrically-operated units by the attachment made by Kimball Bros. Company, Council Bluffs, Iowa. The motor is a 3 hp. type especially adapted for heavy duty elevator work. The brake is spring applied and released by cam action, while the machine itself is a worm-gear direct-connected unit.

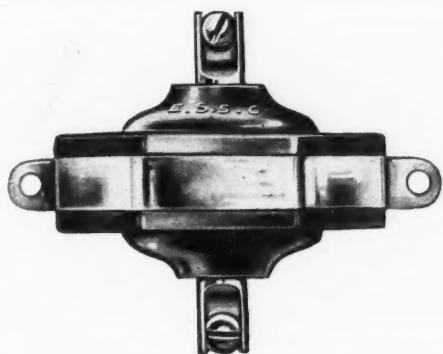
Single-Control Radio Receiver

Electrical Merchandising, March, 1924

The Grimes inverse duplex system, requiring only four tubes, is used in the new non-regenerative single-control radio set made by the Bristol Company, Waterbury, Conn. The system includes two stages of radio frequency, a detector and three stages of audio amplification. With these are used a rheostat for the detector, a rheostat for the amplifier tubes and a voltmeter to show the voltages at which the amplifier tubes are operated. Long or short antenna may be used and no additional amplification is necessary to operate a loudspeaker. Connections are made through a panel board mounted at the back of the case. The set is mounted as a complete unit in a mahogany case with walnut finish.



What's new on the market? These pages will tell you. 



Lightning Arrester

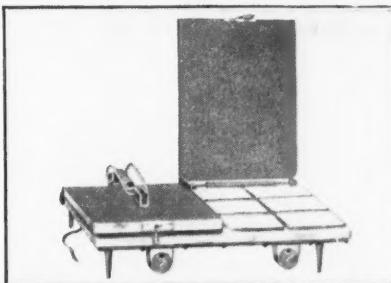
Electrical Merchandising, March, 1924.

The "Keystone" lightning arrester made by the Electric Service Supplies Company, Seventeenth and Cambria Streets, Philadelphia, consists of line and ground binding posts which connect to heavy metallic discharge surfaces, separated by a very small air gap. The binding posts are molded in a genuine bakelite housing, the two halves of which are thoroughly sealed.

Hotel-Type Toaster

Electrical Merchandising, March, 1924.

Six or twelve slices of bread may be toasted at once on the new electric toasters made by the Acme Electric Heating Company, Boston, Mass. Model 1419 will take six pieces of bread and No. 1420 is made for twelve slices. These new units have upper and lower heating elements, 3-heat snap switch, and an automatic check spring for holding the upper section when the bread is being removed or replaced.

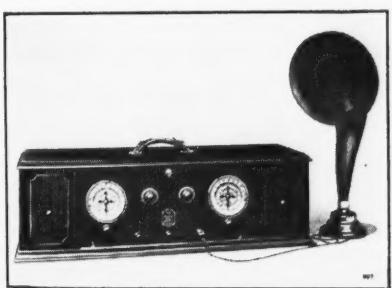


Combination Clothes and Dishwashing Machine

Electrical Merchandising, March, 1924.

In one machine, made by the Double Service Washing Machine Company, Brooklyn, N. Y., are combined a clothes washer, a dishwasher and drier, and a kitchen table. The clothes cylinder of the washer, which is collapsible, makes a complete revolution in one direction, then automatically reverses and makes

a complete revolution in the other direction, thus passing a maximum amount of water through the clothes. For washing dishes in the machine, a removable tank and needle spray are provided. The tank, containing wire racks for holding the dishes, is placed in the washing compartment. The nozzle projects up above the dishes and cleanses them with a fine spray of water under pressure from a motor driven pump. The machine is operated by a 1/2-hp. Westinghouse motor.



Toy Reversing Locomotive

Electrical Merchandising, March, 1924.

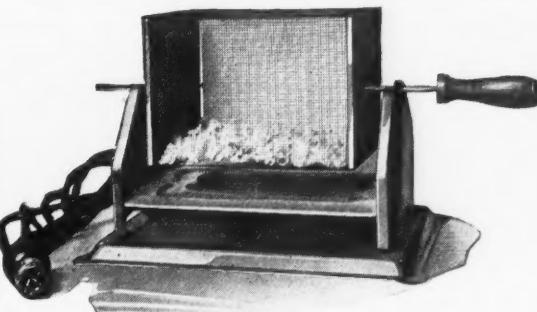
No special insulated track, complicated wiring or other accessories are involved in the new automatic reverse for electrical trains, made by the Ives Manufacturing Corporation, Bridgeport, Conn. By means of an internal device the locomotive is made to reverse itself as often as the operator desires, regardless

Super-Heterodyne Radio Set

Electrical Merchandising, March, 1924.

The Super-VIII of the Radio Corporation of America is an improved super-heterodyne unit, designed to receive over great distance. It requires no antenna or ground wire and operates on the second harmonic principle. With built-in loudspeaker and six UV-199 Radiotrons—everything except batteries—and enclosed in a de luxe victrola-type cabinet, it is listed at \$425; without Radiotrons or loudspeaker and housed in semi-portable mahogany-finished cabinet, as illustrated, it is made to sell at \$220.

of its position on the track, and without the reverse switch on the locomotive having been thrown either by hand or by a mechanical trip from the track. The train is started by moving the speed control switch lever in the regular manner, and its direction is reversed by simply closing the speed control and opening it again. The reverse feature is optional equipment with any Ives locomotive operating on standard 2-gage track.

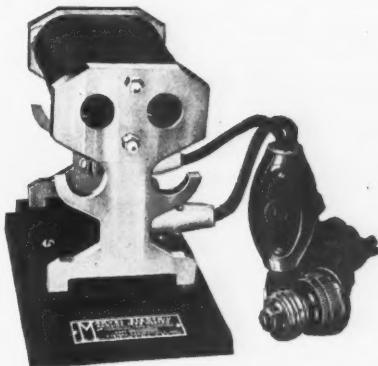


Toaster and Corn Popper

Electrical Merchandising, March, 1924.

A double-duty device, one that will toast bread and pop corn, has been brought out by the Acme Electric & Manufacturing Company, 1448 Hamilton Avenue, Cleveland. The heating area is such that it will accommodate all sizes of bread slices. The popping attachment is a box-like unit, with handle, which fits into the grooves at both sides of the toaster.

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Curling Iron Heater

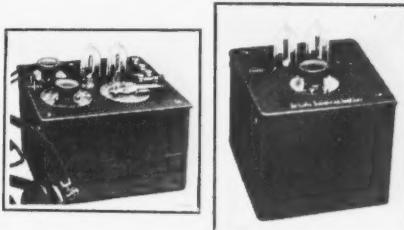
Electrical Merchandising, March, 1924.

Beauty shops that are electrically-inclined are substituting the electric curling iron heater for the old gas models that have been in use for so many years. The "Marvel" heater pictured is made by the Eastern Laboratories, Inc., 223-229 East Thirty-eighth Street, New York City. It may be had in sizes to accommodate one, two or three curling irons.

Radio Receiver and Amplifier Unit

Electrical Merchandising, March, 1924.

By combining the new Radiola III and the amplifier unit designed for use with it, a four-tube radio receiver is available for the radio fan who does not wish to expend a large amount of money on his radio outfit. The Radiola III is complete with two WD-11 Radiotrons and head phones—everything except batteries and antenna. Its intended price is \$35. The amplifier unit is of the two-tube (W. D. 11) balanced, push-pull type and is made to sell for \$30. Another receiver designed by the Radio Corporation of America (233 Broadway, New York City) is the Radiola III-a which combines the No. III and the amplifier in one cabinet. This unit includes four WD-11 Radiotrons, head phones and Radiola loud-speaker. It is listed at \$100.



Colored Attachment Plugs

Electrical Merchandising, March, 1924.

The artistic effect that a beautiful lamp or fixture might produce is often spoiled by the use of an ugly cord or hideous plug. Attachment plugs to match the cord or lamp are made by the Connecticut Electric Manufacturing Company, Bridgeport, Conn., and the Connecticut A-1 bakelite attachment plug is now being offered in orange, green, black, ivory, red and blue.

Electric Toy Train Equipment

Electrical Merchandising, March, 1924.

The Ives Manufacturing Corporation, Bridgeport, Conn., has brought out several new toy train accessories including an automatic block semaphore, bell and light banjo signal, bell crossing signal and automatic double-lighted target signal. The electric semaphore operates automatically—just like the real ones. The electric bell concealed in the banjo signal rings vigorously when a train approaches; after it has passed, the bell ceases its clanging and the red shield over the light automatically drops.



Gossip of the Trade



Incandescent-Lamp Prices Again Reduced

The General Electric and Westinghouse companies have announced further reductions, averaging $7\frac{1}{2}$ per cent, in the list prices of substantially all types and sizes of Mazda B and Mazda C lamps, which became effective February 1, 1924.

This action is further evidence of the fact that improved methods of manufacturing can lower prices to the consumer, notwithstanding an increase in the cost of labor. The development of improved lamp-making machinery has offset the great increase in cost of labor and materials until now the prices of lamps average 30 per cent below the pre-war level.

In the last two years, four reductions in prices have been made; one in April, 1922, representing approximately 9 per cent; one in October, 1922, of about 8 per cent; one on May 1, 1923, of about 10 per cent; and the present reduction which represents about $7\frac{1}{2}$ per cent.

The table following shows Mazda lamp list prices at important points during the past few years:

Size of Lamp (Watts)	New Prices, Feb. 1, 1924				
	Jan. 1, 1922	Apr. 1, 1922	Oct. 1, 1922	May 1, 1923	Feb. 1, 1924
Mazda B 10-50w.	\$0.40	\$0.35	\$0.35	\$0.32	\$0.30
Mazda C 50	.60	.55	.55	.50	.45
75	.70	.70	.60	.55	.50
100	1.00	.95	.75	.70	.60
150	1.40	1.30	1.00	.90	.75
200	1.90	1.80	1.30	1.15	1.00
300	2.80	2.50	1.90	1.75	1.60
500	4.15	3.75	2.75	2.50	2.35
1,000	6.70	6.00	4.50	4.25	4.00

The total amount paid for large lamps by the public in 1923 was approximately \$126,000,000. This lamp bill, to the consumer, would have been approximately \$179,000,000 if lamps had been bought at 1914 prices. Furthermore, the average size lamp for 1923 gave twice as much light as the average of 1914 and was almost twice as efficient.

Additional Compensation to Lamp Agents

Changes have also been made in the basic rate of compensation for lamp agents whose lamp sales total \$5,000 or less. The revised compensation rates were effective with the first of the year. The following table shows the changes according to the size of the contract:

Probationary Agents \$150 and \$300 Form A Agents	Old Compensation		New Compensation	
	17 Per Cent	20 Per Cent	17 Per Cent	20 Per Cent
\$150	21	23		
300	23	25		
600	25	27		
1,200	27	29		
2,500	29	31		
5,000	31	32		

Under the new rate, the probationary agent receives a $16\frac{1}{2}$ per cent increase over the old rate of compensation. The probationary agent is a new agent who is in effect on trial to qualify for a

Glimpses of Electrical Men at Work, at Play, and in Convention— as Caught by Lens and Pencil

regular agency appointment. The other increases range from 9.5 per cent for a regular \$150 agent to 3.2 per cent for the agent holding a \$5,000 contract.

Changes made in the sales plan of miniature lamps affect the entire miniature sales setup. The unit standard package quantity has been reduced from 100 lamps to 50 lamps. Furthermore, the discount which formerly was $33\frac{1}{3}$ per cent for 100 lamps or more in unit package quantity has been made 35 per cent for 50 or more lamps in standard packages. By means of a retail-dealer contract, the dealer on an outright purchase basis may receive an extra 10 per cent discount if his sales total \$200 or more for the year.

The Moe Bridges Company, Milwaukee, Wis., manufacturer of lighting equipment, announces the annexation of two buildings adjoining its present quarters. Each of the two new buildings consists of six floors and basement, thus tripling the floor space formerly occupied by the company.



"Bob" Eltringham is here shown telling Albert Elliott, secretary of the Pacific Coast Division of the Electrical Supply Jobbers' Association all about the progress of the California Electrical Co-operative Campaign. "Bob" knows all about it because, until he resigned from the position on the first of December, he directed its destinies as executive manager. During the three years he has had charge of its activities, an unequalled program of Electrical Home exhibits has been put through. Mr. Eltringham is the new assistant to Managing Director Aylesworth of the National Electric Light Association, and is in charge of the New York headquarters organization.

Coming Conventions

National Electric Light Association, New England Merchandising Division, Boston, Mass., March 3.

Association of Electragists, International, Eastern Division Convention, Hotel McAlpin, New York City, March 18.

National Electric Light Association, Annual Convention, Atlantic City, N. J., May 19-23.

Electric Power Club, Sea View Golf Club, Absecon, N. J., May 26-29.

Electrical Supply Jobbers Association, Hot Springs, Va., June 4-6.

Associated Manufacturers of Electrical Supplies, Annual Meeting, Hotel Ambassador, Atlantic City, N. J., June 23-27.

Association of Electragists, International, Annual Convention, West Baden Springs, Ind., September 29-October 4.

Eastern Electragists to Meet at New York City, March 18

The Eastern Division Convention of the Association of Electragists, International, will be held at the Hotel McAlpin, New York, Tuesday, March 18. Following is the program:

Morning

10 a.m. Union Shop Section, Eastern Division. L. K. Comstock, chairman, Second Mezzanine, Hotel McAlpin.

10 a.m. Open Shop Section, Eastern Division. Jos. G. Crosby, chairman, Second Mezzanine, Hotel McAlpin.

Afternoon

3 p.m. Convention Session, President James R. Strong, presiding, Ball Room.

Merchandising Policy Committee Report. W. Creighton Peet, chairman of Trade Policy Committee.

The Electragist. Jos. G. Crosby, chairman of Publication Committee.

National Electrical Code. A. Penn Denton, chairman of A.E.I., Code Committee.

Co-operation in California. Clyde L. Chamblin, Pacific Division, Executive Committeeman.

Cost Data & Statistical Work of the Association. Laurence W. Davis, general manager, Association of Electragists.

Evening

6:30 p.m. "Ladies Night." Reception for all electrical men and their ladies, Winter Garden, Hotel McAlpin.

7 p.m. Dinner Dance. After dinner speakers: Jos. A. Fowler, Memphis, Tenn., executive committeeman from Southern Division; Frank W. Smith, New York City, vice-president and general manager, United Electric Light & Power Company, past president National Electric Light Association. Dancing, Hotel McAlpin Orchestra.

Washing Machine Sales During 1923

E. B. Seitz, executive secretary of the American Washing Machine Manufacturers' Association, with headquarters in the Otis Building, Chicago, has completed figures showing the 1923 production and 1922 distribution of all kinds of washing machines, as follows:

Comparison with 1922 monthly			
1923 SALES	Number	Monthly Average	Gain Loss
Hand power...	105,403	8,783	27
Water power...	28,555	2,379	53
Gas and power...	20,170	1,680	36
Electric.....	554,361	46,196	10,952
Total.....	707,924	59,038	10,836

Percentage of			
RETAIL VALUE OF SALES		1923	1922
Hand power.....	\$2,213,463	2.6	2.8
Water power.....	828,095	1.0	1.2
Gas and power.....	2,030,000	2.4	3.4
Electric.....	77,056,179	94.0	92.6
Total.....	82,127,737	100.0	100.0

DISTRIBUTION IN 1922 AND 1921

Measured in Value—Not Units			
	1923	1922	1921
	Per Cent	Per Cent	Per Cent
Jobbers.....	41	52	59
Dealers.....	57	47½	40
Direct.....	2	3	1
Jobbers' 41 per cent as follows:			
Electrical jobbers..	66	64	59
Hardware jobbers..	26	33	31
Implement jobbers	1	2	6
Miscellaneous.....	7	1	4
Dealers' 57 per cent as follows:			
Electrical.....	24	24	31
Specialty.....	30	27	24
Hardware.....	20	27	19
Department stores	11	10	8
Central stations...	13	10	10
Furniture.....	1	1	3
Implement and miscellaneous...	1	1	5

Rost Buys Hudson Company

The Hudson Electrical Supply & Equipment Company, 572 Newark Avenue, Jersey City, N. J., has been purchased by O. Fred Rost, president of the Newark Electrical Supply Company, who will, in future, serve as president and general manager of the Hudson company's business. "I shall expect to operate the Hudson company as a first-class electrical supply jobbing house," explains Mr. Rost, "pursuing a policy which is in harmony with the highest standards of business practice, and in accord with best ethics of business.

"The Hudson company will carry a complete stock of high-grade electrical materials, and will have several salesmen covering that part of the northern New Jersey territory in which a warehouse located in Jersey City can give superior service."

The Hudson company will maintain a separate and distinct organization, and will in no way take on the status of a branch house. On the other hand, Mr. Rost expects to continue actively in charge of the business of the Newark Electrical Supply Company.



"When you put on a Home Electric exhibit," says C. D. Poey, illuminating engineer with the New York & Queens Electric Light & Power Company, N. Y., "remember—the public doesn't mind a little real instruction now and then, provided they get a little fun with the pill." Mr. Poey is here shown finishing up a vacuum cleaner demonstration for the benefit of the visitors at one of the model electrical homes recently exhibited in the Borough of Queens.

Melville C. Shine, electrical supply jobber, has moved his offices from 65 High Street to 206 Congress Street, Boston, Mass.

Appliance Exhibits at New York

A series of specialized electrical shows, covering electric heating, electric signs, radio, therapeutics, trucks, household equipment, and power equipment have been arranged for the coming months by the New York Edison Company. The exhibits will be held in the Irving Place showroom of the company; each will last one week, and admission will be free.

The first of the series, the Electric Heat show was held during the week of Feb. 23. It will be followed by the Electric Sign Show during the week of March 8; the Radio Show will be held from March 22 to 29. Then will come the Electro-therapeutic Show, April 5 to 12; the Electric Truck Show April 19 to 26; the Household Equipment Show, May 3 to 10; and the power Show May 17 to 24.

The Moe-Bridges Company, Milwaukee, Wis., manufacturer of lighting equipment, has opened an eastern office in New York City, at 588-590 Broadway, in charge of V. J. Tuohey.

The Lighting Appliance Company, manufacturer of the "Laco" brand lighting fixtures and boudoir lamps, announces the removal of its factory and office to more spacious quarters at 7-9-11 Desbrosses Street, New York City.

Lighting Design Classes Utilize New Nela Park Demonstration Rooms



Seventy-seven live-wire dealers and salesmen learned the fundamentals of selling lamps and lighting at the Ninth Illumination Design Course held at Nela Park, Cleveland, Ohio, February 11 to 15. These men knew that if they were well qualified to design and specify good lighting for a customer instead of selling lighting equipment for a hit-or-miss installation, they would increase their sales and build everlasting good will for their customers.

The lighting courses are held periodically three times a year. Lectures and demonstrations covering theory and principles are given by recognized authorities in each field. Typical factories, offices and stores are visited and lighting layouts are designed for them.

The newly completed demonstration rooms at Nela Park were used for the first time by the February classes. Containing the whole lighting story in a nut shell, the demonstrations in these rooms helped those attending the course to visualize the facts and principles brought out in lectures as could be accomplished in no other way. There is a class room equipped with special demonstration lighting fixtures, a stage for demonstration purposes, tables for individual students, and demonstration booths along the sides of the room showing the most up-to-date lighting equipment. Individual rooms contain equipment for demonstrating industrial lighting, home lighting, street lighting, automobile lighting, show window and sign lighting.



Salesroom of Colorado Springs Light, Heat & Power Co., Colorado Springs, Colo.

\$125,000 Sales on a \$2,000 Stock of Hoovers, in City of 30,105 People

The Hoover leads the sale of all appliances at the Colorado Springs Light, Heat & Power Co., in a city of 6,650 wired homes in Colorado.

Nearly 2,000 Hoovers are now in Colorado Springs homes, showing that nearly every third wired home in that city has been sold a Hoover since the beginning of 1917—yet sales last year were larger than ever. Which is merely another illustration of the fact that, due to the unexampled satisfaction given to users by The Hoover, the more Hoovers there are in a locality the easier it becomes to sell them there.

Hoover sales to date by the Colorado Springs Light, Heat & Power Co., amount to approximately \$125,000. This business has been secured on a stock investment averaging \$2,000. The turnovers run about ten a year.

Hearty co-operation given to our organization by Mr. Frank Vogler, Commercial Manager, is to a large degree responsible for the success achieved.

Frequent displays of The Hoover in their windows, twice-a-month use of local newspaper advertising to connect with all the Hoover national advertising which enters the locality, a demonstrating table at the center of the main floor, circularizing and canvassing of prospects—these are some of the methods employed to obtain volume.

Excellent as the Hoover proposition to aggressive dealers has always been, it is now better than ever—both as concerns the present and the future. Inquiry is cordially invited.

Our representative will gladly call—without obligation, of course.

THE HOOVER COMPANY, NORTH CANTON, OHIO
The oldest and largest makers of electric cleaners
 The Hoover is also made in Canada, at Hamilton, Ontario

The HOOVER

It BEATS.... as it Sweeps as it Cleans

"A Vision of the New York Electrical Board of Trade in 1974"

Without vision both the people and the industries they engage in may be removed from prosperity, but the New York City electrical interests need never fear a lack of vision with Charles L. Eidlitz at the head of local association activities. Speaking before the Independent Associated Electrical Contractor Dealers at their annual dinner at the Hotel Astor on Jan. 31, the "Commissioner" proved that his vision had pioneer mettle and he furthermore inaugurated a new scheme of visualizing. Whether or not he was taking a cue from Conan Doyle he did not state. But with a warning to his hearers not to awaken him from his "trance," the "Czar," as the New York newspapers term him, gave orders to extinguish all lights, projecting the banquet hall into inky darkness, and then proceeded to expound the wonders of the Board 50 years hence "when it will be doing business bigger, broader and more controlling than we with our Sherman-Act ideas ever dreamed of."

With the hall in utter darkness, punctuated only by the glowing tips of the banqueters' cigars, a sepulchral voice was heard intonating the vision, as follows:

* * *

I am the former chairman of your Board of Governors. Most of you do not even know that I existed. I have been away from the earth a half a century and I am back here on a visit just for tonight.

Some of you are with me. We come up Fifth avenue, and as we reach Thirtieth street, we see a huge white building, apparently extending across the main driveway into Central Park. It appears six to seven hundred feet long with a colonnade, the columns being 50 feet high, and there seem to be six or eight stories. The facade is of white marble and is topped by a big gilded dome. It's late in the afternoon of a winter's day, and as we slowly wind our way up the avenue, there is a flash and the dome, the columns and the entire structure ahead are all illuminated with sheets of light—not individual incandescents as we have now—but sheets and blocks of illumination.

I step up to the policeman and say, "Officer, what is that building?"

He looks at me in a quizzical kind of way and replies, "Heavens and earth, man, where are you from?"

Wonder of New York

And just then there is another flash and out over the dome of the big building there stand out in sheet lighting the four words—"Electrical Board of Trade," and the cop says, "Take a look." We are all excitement now and we start on the run up the avenue, enter the arcade and pass through an enormous marble lobby. To one side is a big directory. We step up to it and read:

First floor: Assembly hall, executive

offices, editorial rooms, printing and publishing department, mailing department.

But enough for the first floor, let's look at the second.

Second floor: Estimating department, new business department, labor department, purchasing department, building loan and general banking department.

But let's go to the next.

Third floor: Laboratories and testing departments, legal department, executive offices of contractors, jobbers, manufacturers, dealers, distributors, New York City Electrical Bureau, New York Board of Fire Underwriters, Suburban Board of Underwriters, and Electrical Board of Trade Control.

And the signs continue on up to the eighth floor. And now over the top of the big stair-case, we see a large bronze tablet. Come up closer and let's see what it says:

"Founded in the year of our Lord 1923 by a body of men, who were optimists, and who had extraordinary vision. May their souls rest in peace."

And while we are looking at this tablet, a whistle blows and thousands of people begin pouring down the stairways, the elevators, the escalators, and moving platforms, and we hear someone say to a uniformed man in the hallway, "what do all these people do in here?"

He replies, "Oh, they all do something or other in the interest of the electrical industry. You know there is a big waiting list of employees who want to work here, because it gives them a standing in the electrical business that cannot be gotten any other way."

Comprehensive Membership

So we all go over to the uniformed man and I say, "How about the members, how many are there?"

"Oh," says he, "that is hard to answer, everyone engaged in any way in the electrical line is a member. You know they can't be in the business unless they are," and then turning to me and lowering his voice, he said, "it's too bad about that member No. 253,891, I don't remember his name, but simply his number."

"What about him?"

"Don't you know about him?"

"I'm a stranger here, tell me."

"Well, you see, he was what they call a contractor, and one day his office made a mistake and they put in a bid for a job with only their overhead plus 80 per cent for a net profit, and some mean cuss told the chairman of the Board about it and the man was expelled, and the next day he died of shame and a broken heart."

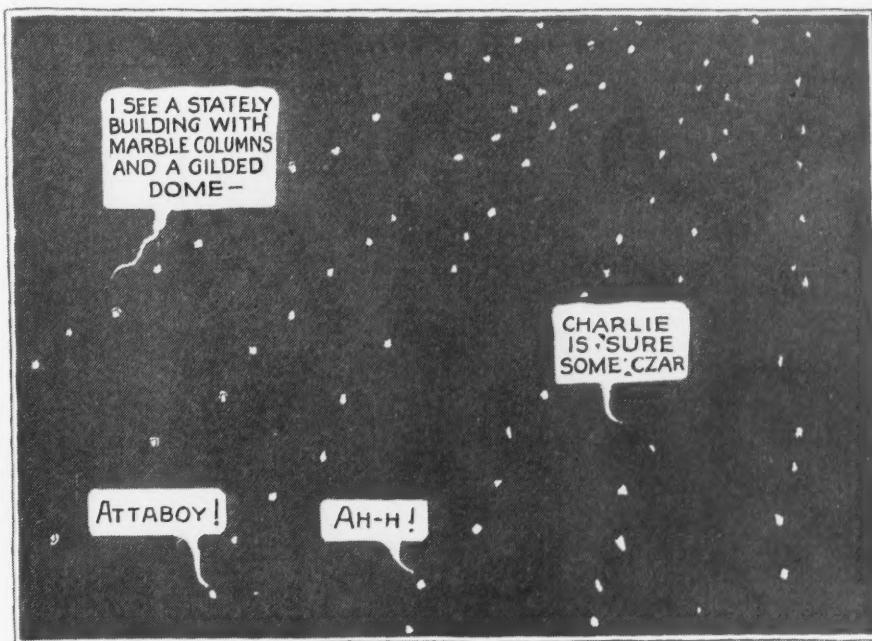
And so, saddened by this pathetic story, we turn and leave the building, but I shall never forget it, and I wanted all of you to see it as we saw it.

* * *

Here the voice trailed off into silence, the spirit was gone, and in a moment the lights flashed on and the banquet proceeded.

Electric Traffic Towers Control Speeches

Another unique feature of the evening was the electric-lighted "traffic tower" used to notify the speakers when their time was up. Harry A. Hanft, former president of the Association, who was recently appointed an honorary member of the New York Traffic Squad, acted as "traffic officer." On page 3 of The Home Electrical section, accompanying this issue of *Electrical Merchandising*, Mr. Hanft is shown flashing the stop signal to A. Lincoln Bush, who presented, for the Association, a silver loving cup to the retiring president.



Calling for all lights in the banquet hall to be extinguished, and with only the glowing tips of the diners' cigars visible in the resulting inky blackness, Commissioner Charles L. Eidlitz treated the Independent Associated Contractor Dealers of New York City to a remarkable vision of the future

of electrical association work in New York City as he, the Czar, sees it. The eloquent address took the form of a "trance," as Mr. Eidlitz called it, and in order not to interrupt the control of the medium at this sitting, *Electrical Merchandising's* camera man had to take a no-light photograph.

SUMMER SALES

—an open letter to Radio Dealers

Two years ago, due to the demand outrunning the supply of standard dependable merchandise, radio dealers were obliged to turn to "mushroom" merchandise with the result that the public became discouraged with radio and at the first approach of spring weather the demand ceased, leaving the dealer badly overstocked with practically unsalable merchandise. Last spring, the dealers, remembering this experience and wrongly assuming that radio was seasonal, determined to stop selling as of May 1st, and did so.

The writer is convinced that this sharp shut off of radio interest is purely psychological, existent only in the minds of the dealers, and that the public maintains interest in radio all year round. This is confirmed by an examination of the records of this company which indicate that in the thirteen years preceding broadcasting, when the amateur was practically the sole consumer of our products, the summer business never fell below 50% of the winter business.

The writer therefore ventures to predict that those radio dealers who will aggressively continue, and, if possible, increase their selling effort in the matter of newspaper advertising, window displays, direct by mail campaigns, attractive store displays, and efficient counter salesmanship during the coming summer season, will experience a volume of business which will not fall below 50% of the volume of their winter business.

Broadcasting and receiving have been improved, prices have been lowered, the coming Presidential campaign will utilize radio, churches everywhere are broadcasting, and—a final but important point—Brandes and the other leading manufacturers will, through intensive, national advertising campaigns, maintain the public's interest in radio this summer.

Sincerely yours,

McC. Rypinaki
Vice President.

Brandes



New Merchandise to Sell

(Continued from second page preceding.)

Socket with Lever at Bottom

Electrical Merchandising, March, 1924

The lever of the "Levolier" socket interior illustrated serves as finishing knob as well as the operating lever. It adds to the appearance of the bracket, doing away with the black key, the slot in the husk or a chain coming out at the side. Plain brass is the standard finish of metal parts. This interior is used in the company's "Levolier" porcelain angle socket but is also designed for standard husks and brackets. Made by the McGill Manufacturing Company, Valparaiso, Ind.

Plug for Electrical Heating Appliances

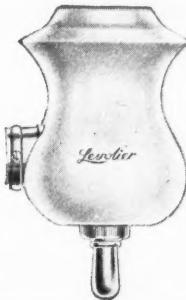
Electrical Merchandising, March, 1924

The new No. 5 plug made by the Eagle Electric Manufacturing Company, 38-52 South Eighth Street, Brooklyn, N. Y., has a new clip with the usual Eagle tongue contact but which is constructed along narrower lines to provide double thickness of insulation walls. It is designed for use with both flat and round terminals.

Electric Heater

Electrical Merchandising, March, 1924

The "De-Luxe" heater made by the Acme Electric & Manufacturing Company, 1448 Hamilton Avenue, Cleveland, has a large 13-in. adjustable copper lacquered bowl mounted on a cast iron base. The heating element is made of Nichrome wire mounted on a porcelain tube.



Porcelain Socket for White Fixtures

Electrical Merchandising, March, 1924

For use in bath rooms, kitchens and hospitals, where a white sanitary effect is desired, the McGill Manufacturing Company, Valparaiso, Ind., has developed a "Levolier" porcelain, 250-watt angle socket which is operated by a lever at the bottom, or at the top, if socket is reversed. The standard finish of metal parts is polished nickel.

Electric Soldering Iron

Electrical Merchandising, March, 1924

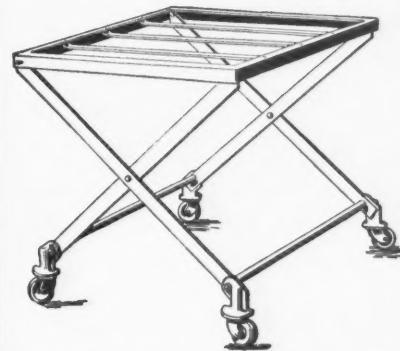
A soldering iron with spring handle has been brought out by the Bleadon-Dun Company, 213 South Peoria Street, Chicago. Because of this spring handle the proper amount of pressure required to melt solder is provided and the handle itself remains cool even when the iron is in constant use. The Nichrome heating element is contained in a unit of one-piece construction and provision is made for the use of an auxiliary tip which may be clamped on any part of the element to secure any angle or penetrate any small space for soldering. Price \$2.



Ornamental Ceiling Fixture

Electrical Merchandising, March, 1924

Tastefully finished in polychrome, the new five-light ceiling fixture of the Frankelite Company, 5016 Woodland Avenue, Cleveland, Ohio, is designed to harmonize with any scheme of interior decoration. It is part of the company's new No. 8012 line. Catalog covering the new units may be obtained upon request.



Folding Rack for Wash Tubs

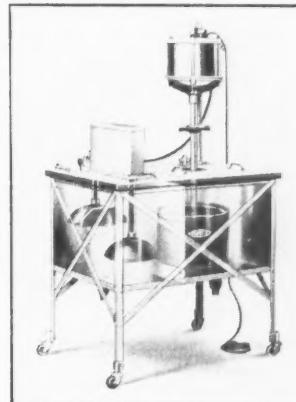
Electrical Merchandising, March, 1924

Laundry accessories are always of interest to the dealer who handles electric washing machines. A new folding rack for tubs has been brought out by the Roll Fold Tub Rack Company, Peoria, Ill. It holds any size tub and may be rolled along the floor either folded or in upright position, according to the use for which it is desired, such as bringing rinse water or washer or lowering tubs for emptying into drain.

Colored Gelatine for Show Window Spotlights

Electrical Merchandising, March, 1924

The Rosco Laboratories, 114 Butler Street, Brooklyn, N. Y., is now making colored gelatine in sheets of 18 x 21 in., from which the merchant may cut his own color screens for show window spotlights. The gelatine comes in twelve different colors and one sheet is large enough to provide two screens to fit the ordinary show window spotlight.



Washing Machine and Drier

Electrical Merchandising, March, 1924

To eliminate the vibration caused by the uneven loading of the drier basket with clothing, and to keep a perfect running balance, the Farrell Products Company, Dowagiac, Mich., has built a combined washer and drier in which the motor is suspended overhead. The motor and drier basket are constructed in a single unit, the drier being operated by a friction wheel which comes into direct drive contact with the motor, eliminating all intermediate belts, gears or shafts. A worm gear and worm wheel, mounted directly on the cover over the washing machine compartment, drive the rocker arms by a short connecting rod and operate the vacuum cups in the washer. A 1/11-hp. motor operates the combined units.

File these items on 3x5 in. cards every month, to keep your stock index up to date.

Gossip of the Trade

(Continued from page 4209)

The Okonite Company, Passaic, N. J., manufacturer of "Okonite" insulated wires and cables, splicing tapes, etc., has recently appointed the Engineering Materials, Ltd., McGill Building, Montreal, as Canadian representative.

The Bangor Railway & Electric Company and the contractor-dealers of Bangor, Me., are planning to hold an Electric Show on March 12, 13 and 14.

The Braid Electric Company, Nashville, Tenn., has moved to new and larger quarters at 910 Broadway, Nashville.

Chester E. Collier, formerly with the Square D Company, and prior to that with the Arrow Electric Company, is now associated with Henry D. Sears, general sales agent for Weber wiring devices. Mr. Collier succeeds Robert J. Jones and will cover the States of Ohio, Indiana and Michigan, with headquarters at Cleveland.

The Mutual Electric & Machine Company, Detroit, Mich., manufacturer of "Bull Dog" safety switches, switchboards and panelboards, has purchased the plant of the Aluminum Castings Company on Joseph Campau Avenue, Detroit. The plant comprises about eight acres and has ample siding facilities. The Mutual Company plans to vacate its two present plants and move the entire organization and equipment into the new factory.

The Western Electric Company's supply department office, Minneapolis, Minn., has been moved to 413-417 South Fourth Street. The office is equipped with a modern lighting system, both for service and for exhibition purposes. An up-to-date display room is provided on

the main floor and dealers are invited to this display room for the purpose of demonstrating Western Electric household appliances to prospective customers. Among other things provided for customers' convenience is a private parking space for their automobiles.

Sanger's, Inc., Rochester, N. Y., has added the sale of electrical appliances to its lines. The shop is located at 44 Clinton Avenue, North.

L. J. Chuckrow, formerly with the E. G. Bernard Company and the Troy Electrical Company, has opened an office at 3 Gale Place, Troy, N. Y., and writes that he is now ready to take on manufacturers' agencies in electrical merchandise in that territory.

H. U. Wallace has been appointed assistant general manager of the Knoxville Power & Light Company. Mr. Wallace was formerly assistant general manager of the Arkansas Central Power Company and was also at one time connected with the Western Light & Power Company of Boulder, Colo., the Chicago Lake Shore and South Bend Electric Railway Company, Michigan City, Ind., and the Ft. Dodge, Des Moines & Southern Railway Company at Boone, Iowa.

The Jalonick Appliance Company, 215 Browder Street, Dallas, Tex., has recently taken over exclusive sales management of "Sepco" electric water heaters in the States of Texas, Oklahoma, Arkansas and Louisiana. Hartwell Jalonick was formerly commercial manager of the Texas Power & Light Company.

The Hartford Electric Shop, is a new retail business recently formed by Samuel Richman at 10 Albany Avenue, Hartford.

The Franklin Electric Shop has been opened by John A. Notte of Lakewood, R. I., and Frank Cirolando, Providence. The new business is located at 248 Atwells Avenue, Providence, R. I.

The Auto Electric Sales Company, Boston, has leased the ground floor in Building No. 5, 251 A Street, South Boston, and will take possession immediately.

The Lotus Electric Company, Dorchester, Mass., has recently been formed by Robert MacCulloch at 1593 Dorchester Avenue.

William E. Gilson, formerly with Gilson & Dayton of Boston, which partnership has recently been dissolved, will conduct an electrical contractor-dealer business of his own at 115 Albion Street, Wakefield, Mass.

The Lincoln Electric Company, 60 Franklin Street, Worcester, Mass., has been organized to deal in electrical devices and supplies. J. Vincent O'Connell, 21 Florence Street, Worcester, heads the company.

The Co-Op Electric Company, 485 Washington Street, Dorchester, Mass., has recently been organized to conduct an electrical contracting business.

The Electric Jobbers' Syndicate, Inc., Boston, has been formed to carry on an electrical jobbing business. Roger V. Pettingell and Edward F. Coghill, 62 Birch Street, Winthrop, are president and treasurer, respectively, of the new company.

S. S. Porter, Inc., Melrose, Mass., is the name of a new retail electrical business recently formed by Stanley S. Porter, 1062 Main Street, Melrose.

Roy's House Wiring Electric Company, with place of business at 1062 South Water Street, New Bedford, Mass., has been organized by Leroy Faltus.

The H. Lesser Company, Inc., Cleveland, Ohio, has been incorporated to engage in the retail electrical business.

The Hyde Park Electric Company is a new retail business recently opened at Cincinnati by Frank E. Wood, M. Barrett, F. Sachs, J. S. Pendleton and S. E. Stricker.

Frank H. Swayze has been made line material sales manager of the Western Electric Company, Inc., with headquarters at 100 East Forty-second Street, New York City. Mr. Swayze has been with the Western Electric Company for several years. He was appointed pole buyer and inspector in 1916 and in 1919 district manager of the line material department.

H. A. Jourdan & Company, importer of electric lighting specialties, is the name of the new organization recently established by H. A. Jourdan following the dissolution of the firm of Lyons & Jourdan. The company is located at 25 West Broadway, New York City.

J. L. White has recently been made assistant sales manager of Altorfer Bros. Company, Peoria, Ill., manufacturer of ABC washing and ironing machines. For the past several years Mr. White has been district representative for Altorfer Bros. Company.

They Will Welcome the N. E. L. A. to Portland, Ore., in 1925



There is no blinking the fact that these four merchandising experts of the Northwest stood up in a row to have their picture taken. A. C. McMicken, commercial manager of the Portland Railway Light and Power Company and J. I. Colwell, Seattle manager of the Western Electric Company seem to feel that the climate, even in sunny Portland, demands an overcoat, whereas George A. Boring, Portland manager of the

Pacific States Electric Company and Roy C. Kenney of NePage McKenna are of a harder disposition. Between them they are the originators of a good share of the progressive electrical merchandising which is carried on in the Pacific Northwest—which by the way, will be the scene of next year's convention of the National Electric Light Association, to be held at Portland in June, 1925.

The Home Electrical

Section of *Electrical Merchandising*

In Two Sections
Section Two

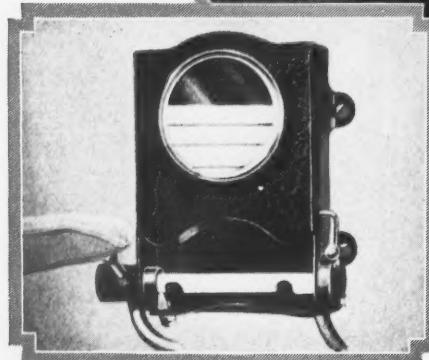


Spring-Cleaning Time Is Here ~
New Methods for Modern Homemakers

"Electrical America" Where All That's Modern Is Electrical



New York—A million jewels flash New York's welcome to ships coming in at night, and this new picture of the "candlepower sky-line" of the city from the harbor side will bring a special thrill to everyone who has ever seen it from the deck of an incoming steamer. (Above)



Chicago—Here's the last word in smoke joy for motorists—a cigarette container that not only delivers cigarettes automatically, but lights 'em as you take 'em! And if this seems like pampering the pampered motorist a bit too much—reflect that at least it cuts out one important cause of driving accidents.

Washington—Aviators flying at night need much the same guidance that ships do at sea, and this giant aerial beacon is to be used by the U. S. air service to direct aviators to all landing fields. Its beam is visible for 130 miles.



Bayside, Long Island — "The way mother teaches us may be all right, but when we have our own homes, things will be different," declared these Camp Fire Girls, after visiting the model Electrical Home at Bayside, L. I., as part of their instruction in homemaking. One of the girls baked potatoes in the electric range, another roasted chicken in the electric cooker, and all learned how household work can be simplified by modern electrical equipment. (Left)



New York City — After-dinner speaking is losing its terrors for New Yorkers, since someone had the happy thought of using a miniature traffic signal tower at a recent banquet. Modeled after the famous traffic towers on Fifth Avenue, the amber, red and green lights automatically warn speakers when their time is up. (Right)

Palm Beach, Fla. — What are the radio waves saying today? Little Jack, Louise and Lester, Jr., grandchildren of Mrs. J. J. Demarest, tune in on the beach at the famous winter resort.



"The Home Electrical" Pres

New Ver
Broadway

Estelle Winwood, now scoring one of the successes of the season in the Selwyn production, "Spring Cleaning," in New York, undertakes in these pictures a somewhat different "Spring Cleaning," dramatized especially for readers of "The Home Electrical."

Supported by an enthusiastic cast of vacuum cleaner, electric washer, electric ironer, and electric sewing machine, Miss Winwood shows how spring housecleaning has become today a task to which the true home-maker looks forward with real and keen joy.



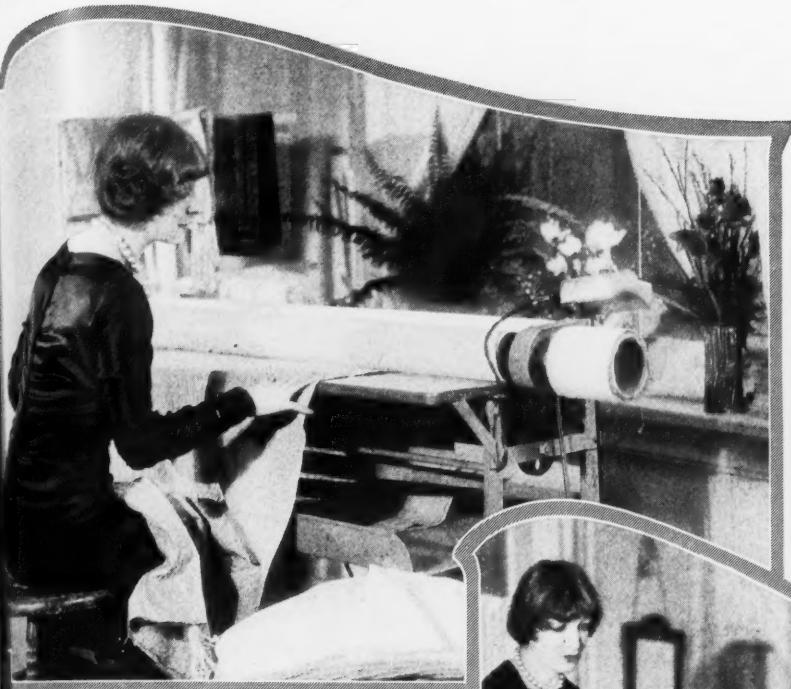
Left—All draperies that cannot be washed are thoroughly vacuum-cleaned before they, also, are taken down and replaced with lighter summer hangings. The danger from moths is greatly lessened if this is done.



Above—Heavy winter blankets, draperies and rugs today "wash themselves" in the electric washer before being packed away for the summer—instead of going to the cleaner.



New Version of "Broadway Success" "Spring Cleaning"



Above—"Sing a song of curtains"—lace curtains, silk curtains, marquisettes and cretonnes—all going through the electric ironer and coming out smooth and straight-edged as ever before.



Below—One of the meanest jobs for the spring cleaner—getting the dirt out of the radiators—is solved by the simple method of blowing the dust on to a dampened cloth by means of the vacuum cleaner attachment.

Below—Probably of all the electric tools used for spring housecleaning, the vacuum cleaner would be the last to be given up. "You can do so many things with it," say those who know. "You can clean floors, of course—but you can also clean high moldings, bookcases, winter clothing, furnace pipes, and bureau drawers with it!"

"Spring Cleaning"

Continued

Spring housecleaning—or the heaviest part of it—is really over after the electric washer, ironer and vacuum cleaner have finished their work. But there are still curtains to be made—summery cretonnes for nearly every room in the house—and a new cover for the porch swing, and possibly cool-looking protective coverings for the chairs and other furniture. All these are made on the electric sewing machine—with no foot-pedaling, no fatigue, no backache. And in-between-times, in spring cleaning week, one must cook meals—but how much more easily when these are cooked at a turn of the electric switch!



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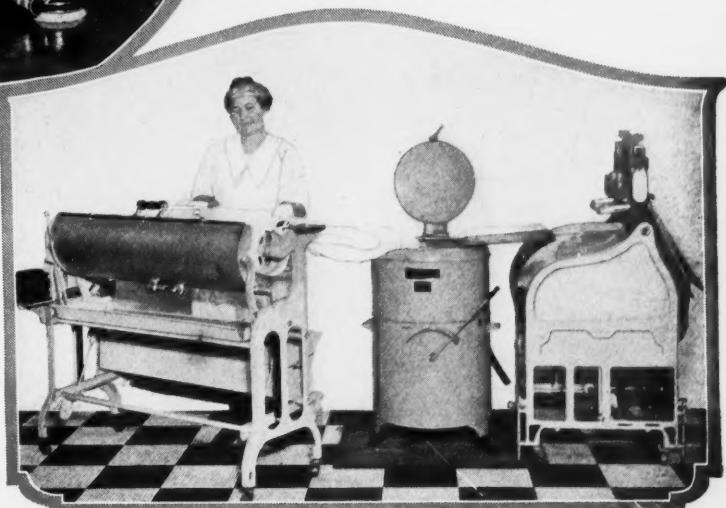
New Electric Tools for Housecleaning Time

Left—A novel invention in cleaning devices is this aluminum vacuum cleaner—weight 7½ lbs. Minus the familiar bag, it may be "a queer-looking duck," but—it gets the dirt!

Below—Spring cleaning week can be made to run considerably more smoothly if one's electric dishwasher has an automatic time-clock which enables one to make the beds or do some other task while the dishes are still washing.



Left—Wouldn't you consider the money well spent if, with the electric floor machine shown here, you were able this spring not only to scrub every floor in the house, but to re-finish, wax and polish them as well?



Right—The homemaker possessing a complete electric laundering outfit, such as is shown here, may well chant a song of the joys of spring housecleaning. She is independent of the weather, and curtains, blankets, draperies and linens all take the same road to her complete contentment—from electric washer to electric drier to electric ironing machine.



Well-Known Personalities And the Things They Do Electrically

Above—Edith Day amuses herself, after a matinee of "Wildflower," vacuum-cleaning the famous donkey of the equally famous "Bambalina" song.

Right—“Eat more toast and restore wheat to its proper place in your diet,” was the appeal recently sent out to women by Mrs. W. E. Fribley, home economics chairman of the Illinois Federation of Women’s Clubs. Mrs. Fribley, we note, uses an electric toaster herself.



Home
Electrical,
Copyright
McGraw-Hill
Company
New York City



Left—Assistant Secretary of the Navy Theodore Roosevelt, has caught the radio fever and installed a navy radiophone in his home.